

Advertising Age

Entire contents copyright 1980 by Crain Communications Inc. All rights reserved.

50 YEARS 1930-1980

\$1 a Copy; \$30 a Year

The International Newspaper of Marketing • In Two Sections, Section 1.

April 14, 1980

Aftertaste Pizza Hut review ends in bitterness; exec exits

WICHITA—Don McCullough, Pizza Hut senior vp-marketing, has resigned as a result of the company's decision to retain Foote, Cone & Belding, Chicago, as agency for its \$14,000,000 national account.

But Mr. McCullough's resignation is only a part of the fallout from one of the most controversial agency reviews in years. The aftershock of Pizza Hut's decision has left its marketing execs tight-lipped, franchisees confused and the six New York agencies that pitched the account fuming.

The first shock hit Pizza Hut April 5, the day after the decision was made, when Mr. McCullough resigned. He told *Advertising Age* late last week that the agency decision was "only one of a variety of disagreements over the past year."

The second bombshell was the report that two other Pizza Hut execs—Al DiMarco, vp-advertising, and Jim Palmer, advertising manager—asked to be relieved of advertising duties, requesting transfers to other PepsiCo subsidiaries. A Pizza Hut spokesman responded that both men were still at the company and had "no plans to leave as far as I know."

So far, Graham Butler, Pizza Hut group vp, has not named Mr. McCullough's replacement, but Bud Gates, former senior director-corporate marketing, has been promoted to vp-marketing.

While Pizza Hut was attempting to put its corporate house in order last week, the six agencies that poured a reported \$500,000 (combined) into their presentations expressed bitterness and shock over the company's decision to retain FCB. "We've been had," said one agency exec.

"From the very beginning, Pizza Hut execs made it clear Foote, Cone was out," the exec continued. "When we saw how they felt, we went all out. But they didn't play by the ground rules."

Another exec insisted that Pizza Hut told its franchisees the week of Feb. 18 that FCB was out. "The franchisees cheered, we were told by Pizza Hut execs," he added.

The confusion apparently started when FCB presented its campaign April 3 to the Pizza Hut agency selection committee, composed of Messrs. McCullough, DiMarco, Palmer, Butler and two representatives of the International Pizza Hut Franchise Assn. (IPHFA).

Mr. Butler headed the committee, but only Messrs. Butler, McCullough, Jim Winter (IPHFA director) and Bud Fulkerson (IPHFA marketing directors) were permitted to vote.

(Continued on Page 92)

last minute news

Bonanni named CBS Publications group publisher

NEW YORK—Peter Bonanni, who resigned as president of Charter Publishing Co. last month (AA, March 17), has been named vp-group publisher, women's group, CBS Publications, and publisher of *Woman's Day*. Earlier a one-time vp-associate publisher at WD, Mr. Bonanni, 47, succeeds George Allen, 65, who moves to the new post of senior vp-magazines, responsible for CBS' men's, women's, special interest and acquisition and development groups.

Sellinger expected to appear in Schlitz spots

MILWAUKEE—Jos. Schlitz Brewing Co. is readying a new campaign for its troubled flagship brand, and it reportedly will include taste test invitations and feature president (and newly named ceo) Frank Sellinger. Ads are due to break in three or four weeks, via JWT, Chicago.

Alternate Olympics tv fare proposed

NEW YORK—20th Century-Fox Sports is suggesting as alternative fare, if the Moscow Olympics are not shown in the U.S., "a king and queen of gymnastics" tv series with the U.S. Gymnastics Federation, an amateur boxing competition with Olympians from eight nations and other events. Meanwhile, another enterprising tv packager is awaiting word from the Carter administration and the three tv nets on proposed pooled coverage

(Continued on Page 8)



Cigarette marketers take the low road as the competition for the ultra low-tar segment grows fierce. These



brands may generate expenditures of \$150,000,000 during the next 12 months.



Three stake lowest claim as massive battle begins

By SAM HARPER

NEW YORK—"Carlton is lowest." "Introducing the lowest. Now." "Introducing Cambridge Box: The lowest tar ever."

In a succession of rapid-fire new product launches, coupled with intensive advertising, American Tobacco Co. (Carlton), R.J. Reynolds Tobacco (Now) and Philip Morris U.S.A. (Cambridge) have begun to wage one of the cigarette market's biggest battles ever over an ad claim.

Before the dust settles somewhat, the three cigarette makers over the next 12 months will have spent perhaps as much as \$150,000,000 combined in advertising and promotion support for the three brands.

There is a strong possibility all three brands will move to zero tar at some point in the coming months, and there also is the likelihood American Tobacco will once again resort to the lawsuit as a weapon to preserve Carlton's hold on the "lowest" claim.

With their newest line extensions, American Tobacco and Reynolds will be spending at levels far in excess of their combined \$50,000,000 outlay last year. PM's new Cambridge very easily may be the most expensive cigarette brand introduction in history. The Cambridge advertising and promotion outlay could average out to more than \$1,000,000 a week over the next year, a source speculated.

Cambridge is staking its claim to

the lowest with an 80mm cigarette at less than 1mg. The two other Cambridge styles are an 85mm at 1mg and 100mm at 4mg tar. Although PM is known to have a Cambridge menthol in two styles, it apparently elected to hold them back for now.

American expects to hold onto its "lowest" claim with a new 0.06mg tar extension of Carlton. Now announced distribution of a product that is less than 0.1mg tar last week. Both carry "lowest" advertising theme lines in accompanying campaigns, and both followed the news of PM's Cambridge launch (AA, March 31).

Though RJR's marketing moves of late are aimed at halting the eye-popping growth rate of Carlton, (Continued on Page 92)

Xerox goes retail

Plans chain of 'supermarkets' for automated offices

DALLAS—Xerox Corp., resetting its sights to encompass low end users for the first time, has gone after the market with a vengeance, moving into the small business equipment market with new retail stores and unveiling new products.

It opened the first store here last week and another six are planned before September.

"This is not a factory outlet the way IBM, National Equipment Corp. and Data General's are," said Sanford Garrett, analyst with Paine Webber, New York. "It is much larger in scope. It is the first full-fledged honest-to-God retailer for all the needs of an automated office."

"It is a way of getting into bed with a whole new class of users," he added.

Xerox broke page ads in Dallas papers and plans tv, radio and heavy direct mail support. The company declined to say how much is being spent on the campaign. Needham, Harper & Steers, New York, is handling the advertising. Kobs & Brady, Chicago, is doing the direct mail.

Brother Dominic (Jack Eagle), who is strongly identified with Xerox copiers, appears in the introductory newspaper pages pushing a shopping cart filled with items from the store, including a Xerox typewriter. The character is more prominently featured in small-space ads with headlines such as "In the beginning there shall be bargains." Brother Dominic also was on hand to help Xerox executives with their store's grand opening.

"If this flies, their advertising

nationwide will pick up very sharply," Mr. Garrett said. "The advertising aspect is very important."

Xerox opened its first "office supermarket" with the debut of the Xerox 550 copier. With a price tag of \$1,195, the company claims it is the cheapest bond copier out.

Other new products which seem to put Xerox primarily against IBM include the Xerox 510 small business computer, selling from \$12,500 to \$13,800 and said to be comparable to the IBM 5120, and a new Xerox self-correcting electric typewriter (made by Remington), selling for \$990 and said to be comparable to the IBM Selectric. (The widely advertised Xerox 800 series electronic word processors selling from \$4,500 to \$12,200 also are available at the store.)

(Continued on Page 90)

Kodak shooting at 35mm model?

By LOUIS A. FANELLI

NEW YORK—The intensely competitive, Japanese dominated 35mm camera market soon may become a battlefield, as rumors persist that Eastman Kodak Co., the U.S. photographic giant, may once again enter that market.

Talk of Kodak's entry into the growing market has heightened with the filing by Kodak of a technical disclosure outlining plans for a 35mm film cartridge.

Since it is unlikely that a 35mm cartridge would be adaptable to cameras currently being produced, there has been some speculation that Kodak would introduce a camera as well. Further speculation indicates that Kodak plans to introduce a major product at the time of its 100th anniversary celebration later this year.

The company first marketed a line of 35mm cameras in 1934. The last cameras of that type were taken off the market in 1969.

When a Kodak spokesman was asked whether a 35mm camera was coming, he would only say that "the company has not announced any 35mm cameras."

A Wall Street analyst indicated that if the company were to market the camera it would most likely sell for about \$100, thereby attracting a significant portion of the amateur market while undercutting the Japanese makes.

"The Japanese are always trying to bring the price of 35mm cameras down," another analyst said. "It is becoming a consumer item, which is a very significant breakthrough."

While sales of 35mm cameras have risen from 1,900,000 in 1978 to an estimated 2,300,000 last year, both 110 pocket and instant cameras—Kodak's mainstay—have declined in sales.

According to the 1979-80 *Wolfman Report*, instant cameras fell from a high of 8,200,000 in 1978 to an estimated 7,000,000 in 1979. At the same time, 110 camera sales

fell from 9,100,000 in 1978 to 8,000,000 last year.

Industry sources said that the lower prices, coupled with the advancements in 35mm photography, have made picture-taking a relatively simple task, thereby adding to its appeal.

In addition, the unprecedented increases in advertising, plus the use of celebrities endorsing the products, have given 35mm cameras enormous exposure.

One analyst noted that when people now walk into a camera store they don't ask for the camera by name, but rather ask for the camera used by a specific celebrity endorser.

(Continued on Page 92)

Rookie of the year.



After only one year in the big leagues, the taste of Kent III has made it the most successful new cigarette since 1976. Come experience it!

Sign of spring

Opening day of the Major League Baseball season is marked by a newspaper ad for Lorillard's Kent III cigarette brand running in 26 big league cities nationwide. The outdoor board is superimposed on a photo of Yankee Stadium that has been retouched to represent a generic stadium. Ad calls Kent III the most successful new cigarette since 1976. Foote, Cone & Belding, New York, is the agency.

Recession? Some smoke, no fire

By BERNICE KANNER

NEW YORK—There are some preliminary signs of an economic slowdown, but few if any media are hurting—yet.

What are those signs? First, some slippage of ad pages in upcoming issues of consumer and business magazines—the women's service and newsweeklies are two categories expected to come in shy of last year's page counts. Second, a shifting of dollars from marginal to lead brands, and third, a movement on the part of advertisers to keep their media plans flexible coupled with an over-all heightened wariness.

"So far, agencies, regardless of size, haven't been complaining of budget cuts," said Harry Paster, senior vp, American Assn. of Advertising Agencies. "But at the same time we hear of clients not wanting to make long-term commitments, saying they want to be able to get out of things. Everybody's kind of jittery."

Those jitters have translated

into a "spotty" second quarter so far for the business press, according to Charles Mill, president of American Business Press. Although "industrial budgets are being looked at sharply, the general business books have not been hit yet," said Mr. Mill, who pointed to softening in some areas such as housing and medical publications. (The latter, he feels, has more to do with the government's blockage of new drug introductions than any recession.)

McGraw-Hill Publications president Paul McPherson confirmed

"selective softening" in the housing and construction field but was encouraged by the giant business publisher's performance so far.

"We're seeing a reluctance on the part of advertisers to send in complete contracts and more rush insertion orders," he said. The end result is page tallies comparable to last year's. Mr. McPherson is holding fast to an earlier forecast of 10% to 15% revenue growth for the year—"at least for now," he added.

Newsweek publisher Chuck Kennedy had "budgeted and

planned for a relatively modest decline" this year and got through the first quarter with no signs of cutbacks. Now he sees no "serious" erosion in bookings and expects to end the year "ahead in revenues if not in pages."

Rival Time reported that its half-year count is just about even with last year, minus the unique 64-page Gulf + Western annual report insert that ran in February, 1979. The newsweekly ran ahead of last year in the first quarter.

Elsewhere within the Time Inc. (Continued on Page 90)

Nets' upfront tally looks good

By COLBY COATES

NEW YORK—Network tv, only a fall prime time schedule away from kicking off its annual upfront selling season, remains calmly confident about its profitable fate, even though fact and fiction suggest recessionary times are at hand.

Last year's bull market won't develop so swiftly, network execs say, but a thoughtful, more strategic-oriented marketplace will produce the same results—upfront prime time sales in the neighborhood of \$1.6 billion.

Although this year's upfront total only equals 1979 business (and is actually a decline in real dollars),

it is logical if more dollars will be withheld for scatter buys, as execs insist. The revenue outlook is solid, barring advertiser decisions to trim back, but profitability remains an enduring concern as programming costs soar.

Artful upfront deals rather than the panicky buys of last year will be the norm, network and agency execs agree.

For example, Ford, in recent negotiations with CBS over the size of its National Football League package, decided to give up its exclusivity rather than add some minutes as CBS requested. Instead, Ford will spread some money into baseball while CBS splits nine minutes among three automobiles. "Five or six domestic and foreign automobiles are talking to us," said CBS-TV Network vp-sales Paul Isaccson, who said, "CBS still comes out just fine."

In fact, fine and dandy is as good a way as any to describe how the network sales teams think they will do in the coming months. Many positive indicators already are in place.

The short-term scatter market, though a tad slower to develop, is still yielding cpm's that are substantially higher than last year's upfront business.

Moreover, as third quarter options have fallen due in the last few weeks, network execs have seen renewal rates that have left them "amazed, pleased and thrilled," and "hard pressed to single out any one cutback of consequence." One street report speculated that all but \$1,000,000 of \$30,000,000 in CBS options was picked up by advertisers.

In the weeks prior to the release of the fall schedules, network execs traditionally man the phones and pound the pavement, assembling (Continued on Page 90)

highlights

Monday, April 14, 1980

Pabst Brewing Co. this fall will introduce another light beer, most likely in the uncluttered superpremium category, while a new tv campaign for Pabst Blue Ribbon is on tap for late May. See Page 4.

American Home Products is running commercials for Semicid contraceptive on noncode stations despite rejection by NAB code board. See Page 6.

Satisfied that veterinary groups now support honest advertising by vets, the Federal Trade Commission said it is scrapping plans to intervene. See Page 10.

Nimslo Technology is getting ready to market its new 3-D camera, probably through Ogilvy & Mather. See Page 10.

Tv networks could profit handsomely by eliminating their chain of program development "bureaucracies," members of a producers group declare. See Page 12.

Johns-Manville Corp. will break a midsummer campaign explaining that asbestos fiber is not a problem when handled properly. See Page 14.

JWT Entertainment will han-

dle some of the media buys when "The Empire strikes Back" on May 21. See Page 20.

The April issue of *American Demographics* magazine forecasts some key figures from the 1980 census. See Page 36.

Mike Eruzione and Herb Brooks are looking to advertisers for gold. See Page 51.

Thomas Olson explores the effect inflation has had on the insurance industry and its clients and how the industry is responding to the inflation challenge. See Page 58.

Harry Wayne McMahan asks, "Can television commercials be taught?" and presents some of the contenders that barely lost out in his "100 Best TV Commercials of 1979." See Page 62.

India is reviving its promotion drive to attract foreign tourists to the country. See Page 64.

Canada's new Liberal government, elected in February, has put on hold all nonessential federal advertising. See Page 68.

Newsweek confirmed plans for a new single-topic magazine. See Page 78.

A survey of 104 women readers of *Ebony* magazine reports that

they are using 42% more coupons than last year. See Page 79.

Arbitron TV's Norm Hecht strikes out on his own. See Page 85.

The Federal Trade Commission has begun the process that could lead to softening sales and ad restrictions on Encyclopaedia Britannica. See Page 88.

A work that the legendary David Ogilvy considers "required reading" for anyone joining Ogilvy & Mather is reissued by the author's son. See Page 88.

The transit strike continues to wreak hardship on New York business. See Page 91.

Most Broadway shows suffered attendance losses because

of the New York transit strike, which may lead to Broadway print advertising cutbacks if the strike continues. See Page 91.

Section 2

For the second year in a row, total gross income and billings generated by agencies outside the U.S. topped domestic gross income and billings. This week's Section 2 lists profiles of 753 agencies from 67 countries that helped increase international gross income 19% to \$3.27 billion and billings 18% to \$20.8 billion. Also in the report: A ranking of the world's top 50 agencies and agency groups. Section 2 begins opposite Page 48.

REGULAR FEATURES

ACCOUNT CHANGES	80	RESEARCH BEAT	32
ADBEAT	84	RESEARCH PEOPLE	30
ADVERTISING MARKETPLACE	81	SIDEWAYS	48
AGENCY PEOPLE	76	UP FOR GRABS	93
BRADY	46	VIDEOTECH	72
CORPORATIONS	16	VOICE OF THE ADVERTISER	74
CORRECTIONS & CLARIFICATIONS	6		
EDITORIAL VIEWPOINT	16	FIGURES TO FILE	
FEATURES SECTION	53	AD PAGES IN FARM PUBLICATIONS	70
50 YEARS AGO	44	FOR 1ST QUARTER	
FOR THE RECORD	89	AGENCY RECEIPTS, EMPLOYMENT BY	
GETTING PERSONAL	24	METRO AREAS 1977 AND 1972	86
MEDIA PEOPLE	94	COFFEE MARKET SHARES	49
OBITUARY	93	BY COMPANY	49
PARIS REPORT	66	MAGAZINE ADVERTISING EXPENDITURES	44
PHOTO REVIEW	28	JANUARY 1980	44
PRESSTIME	8	U.S. PER CAPITA COFFEE CONSUMPTION	49
REGIONAL NEWS	42		

Vol. 51, No. 16—Advertising Age (ISSN 001-8899) is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, IL 60611. Second class postage paid at Chicago and additional mailing offices.

Reynolds is magazine pacesetter

NEW YORK—R. J. Reynolds Industries, the biggest magazine advertiser for 10 of last year's 12 months, continued to set the pace in the first month of 1980, a month when magazine ad expenditures rose 14% and ad pages climbed 3%.

Though healthy, these increases reflect a slight softening following the high demand of late fall and three years of 20% increases or better industrywide.

A new runner-up emerged in Philip Morris. In December, the cigarette marketer held fourth place. Now, with a 28% spending hike, it bounded to second spot, displacing Seagram Co. Ltd., which slipped to third place, and General Motors Corp., which dropped to fourth. Procter & Gamble advanced from ninth to fifth place.



Where the horse world goes to market!

Among leading horse publications... the largest total paid circulation, the lowest reader duplication, the "anchor" book for over 43 years... where you'll reach the key decision makers, trend setters, hard-core horsemen.

Call direct or write for reader demographics and complete media package. Also, see section 25, SRDS.

THE WESTERN HORSEMAN

P.O. Box 7980 • 3850 N. Nevada Ave.
Colorado Springs, CO 80933 Ph. 303-633-5524

Magazine Advertising Data January, 1980

Ad expenditures: Jan. '80—\$172,664,270 Jan. '80—7,433.71
Jan. '79—\$151,291,123 Jan. '79—7,232.41
Increase: +14% Increase: +3%

Top Ten Advertisers	1980	1979	Change
R. J. Reynolds Industries	\$11,504,833	\$ 5,402,140	+113%
Philip Morris Inc.	5,436,034	4,254,654	+28
Seagram Co. Ltd.	5,369,770	4,727,646	+14
General Motors Corp.	5,357,621	3,868,842	+38
Procter & Gamble Co.	3,474,250	3,297,297	+5
CBS Inc.	3,295,733	3,103,724	+6
B.A.T. Industries Ltd.	3,132,612	2,208,156	+42
Time Inc.	3,103,719	1,556,222	+99
General Foods Corp.	2,905,719	2,388,113	+22
Loews Corp.	2,555,413	2,552,312	0

Top Product Categories	1980	1979	Change
Cigarettes & tobacco	\$23,578,254	\$15,494,820	+52%
Publishing & media	14,550,010	13,475,543	+8
Automotive	14,259,798	12,451,110	+15
Beer, wine & liquor	12,033,298	10,578,686	+14
Toiletries & cosmetics	10,248,425	8,778,096	+17
Food & food products	10,018,812	9,298,870	+8
Business & consumer services	9,969,079	9,302,745	+7
Travel, motels & resorts	8,461,457	7,534,125	+12
Home electronics equipment	7,562,869	6,013,045	+26
Retail & direct-by-mail	7,330,976	6,751,148	+9

SOURCE: PIB/LNA Magazine Analysis Services covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers Inc.

with a 5% budget boost, and CBS held sixth place with a 6% increase. Newcomer B.A.T. Industries increased its magazine allowance 42% and wound up in seventh place, and Time Inc. upped its magazine dollars 99% to

take eighth place.

General Foods, which had ranked fifth in December, took ninth place with a 22% increase in its magazine spending and Loews Corp. fell two spots with no additional magazine spending.

Ford Motor Co., which held sixth place a month earlier, and American Brands, which ranked 10th, missed the January top 10.

With a 52% increase in spending, cigarettes and tobacco surged to the lead position of the product categories supporting magazines, displacing beers, wines and liquor, which slipped to fourth place. Publishing and media, which ranked eighth a month earlier, zoomed to become the second largest category.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

In Ad Age

50 years ago this week

APRIL 12, 1930

National advertising for used cars was launched by Buick Motor Co. last week with a full page in the *Literary Digest* asking, "Who ever thinks of asking, 'Did you buy your Buick new?'" and urging purchase from Buick dealers. Some 75% of cars Buick dealers take in trade are Buicks, the company says.

Reporting that 46% of Coca-Cola advertising goes into outdoor, Turner Jones, vp and ad director, urged development of a method of checking outdoor circulation. "We are as much in the dark about outdoor advertising circulation," he said, "as we are about radio; that is a vast and beautiful mystery today."

General Foods has begun a test in Springfield, Mass., of frozen foods under the Birds Eye label. Included are 16 varieties of fresh meats, three seafoods, two vegetables and three fruits.

Following a study of prices men expect to pay, Marshall Field & Co., Chicago, has put the following standard scale in effect in its basement store: Overcoats and suits, \$35; ties, \$1; hosiery, 55 cents; shoes, \$6.50; pajamas, \$2.50; sweaters, \$5; underwear, \$2; handkerchiefs, 25 cents.

Tony Gutierrez, Passaic, N.J., cigar manufacturer, has perfected a method of printing on Cellophane. Special machines which do the printing will be leased out.

Z. L. Potter Co., Syracuse agency, has announced that it will appoint local representatives to get its clients' retailers to run local tie-in copy. The reps will get 5% commission on all local space.

Col. William Cooper Procter, president of P&G, in an interview with Sturges Dorrance, head of the New York Agency of Dorrance, Sullivan & Co.,

"To advertising must go major credit for the plan which makes it possible for the company to guarantee a minimum of 48 weeks' work per year" for more than 10,000 P&G employees, regardless of seasonal or cyclical depressions.

Reid, Murdoch & Co., producer of Monarch food products, has outfitted a specially designed all-metal three-motor Ford monoplane to show its complete line of 325 products to the trade and public. Dealers and school teachers get special invitations to visit the plane; newspaper ads invite the public at specified times.

APRIL 11, 1953

Coty Inc. has filed a suit in federal court in New York against Revlon, Wm. H. Weintraub ad agency and CBS, alleging misuse of an advertising theme, trademark and copy claims. The suit, which Coty calls "the first of its kind," accuses Revlon of using tv advertising which duplicates Coty lipstick claims for products which do not merit such claims.

The Rev. Charles Howard Graf, pastor of St. John's in the Village Church in New York, who quit the board of directors of American Church Union because of a "barely legal" puzzle contest the union is sponsoring, wrote AD AGE: "Of every \$5 of 'contribu-

tions' through the contest, \$4 will go for expenses. A pretty price to pay for sweet charity."

The national puzzle contest, operated by Keith S. Sutton, has been placing its advertising through S. Duane Lyon Inc.

The Federal Trade Commission has rebuffed a hearing examiner who ruled that the terms "milder," "soothing and relaxing" and "no unpleasant aftertaste" in Chesterfield cigarette advertising are "permissible puffery." The FTC, in reviewing its hearing examiner's ruling, said that it does not agree that these are "laudatory, harmless or mere puffing terms," and ordered further hearings.

James Thomas Chirug, head of a Boston agency, published its annual report for 1954 this week, and told AD AGE he does not see why all involved, including clients and employees of the privately owned company, "shouldn't know the facts and figures about our agency." The Chirug agency has been publishing an annual report since 1945. Needham, Louis & Brorby, Chicago, is the only other privately owned advertising agency to follow this procedure.

Top five Nielsen-rated radio shows for two weeks ending Feb. 26, 1955: "Amos 'n' Andy" (Brown & Williamson); "Jack Benny" (Lucky Strike, CBS); "You Bet Your Life" (DeSoto-Plymouth Dealers, NBC); "Lux Radio Theater" (Lever Bros., NBC); "Our Miss Brooks" (Toni, CBS).

APRIL 3, 1970

The Interpublic Group of Companies, which includes McCann-Erikson, Erwin, Wasey & Co. and Marschalk Co. among other agencies, will announce next week that it will go public, offering about 27% of its stock. It billed \$727,260,000 in 1969, with profits of \$4,778,000. The offering price is not yet known.

In Chicago, Victor Drumm, sales vp of Cahners Publishing Co., Boston business paper publisher that hit \$70,000,000 in sales last year, announced "there is a pretty good chance" that the company will go public.

Armstrong Cork Co., declaring that "pabulum programming" is driving millions—especially those from higher income homes—away from tv sets, has canceled all tv advertising and will concentrate its advertising in magazines.

A campaign to introduce L'eggs, a new line of one-size super-stretch stockings, has been launched by Hanes hosiery. The company has abandoned traditional hosiery marketing and is packaging the stockings in plastic eggs about three times the size of hen eggs, housed in a free-standing floor display.

The value and future of independent buying services in the broadcast field was the subject of a spirited debate before the Broadcast Advertising Club of Chicago. Sam Vitt, president, Vint Media International, sees the services as the wave of the future; Thomas J. Glynn, vp and director of media at J. Walter Thompson Co., Chicago, sees them as doomed because "the professionals just aren't there."

FREE! Graphic Delivery Date Planner
Call for yours now. No obligation!



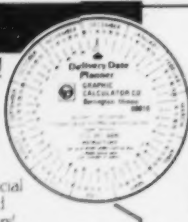
GRAPHIC CALCULATOR COMPANY

Designing and manufacturing special slide rules, printed calculators and feature demonstrators for 40 years!

232 James Street, Barrington, Illinois 60010

Call Cape Gulbransen or Barbara Kokoron at

312/381-4480



National Advertisers...more for your Broadcast Dollar!



Every week our programs deliver more than 50 million target audience impressions for our national sponsors on over 1000 of the nation's finest radio stations.

Westwood One builds specific programs to showcase your message and deliver your audience with broadcasting's most efficient CPM's.

In the past four years, Westwood One has produced and distributed 11 radio programs and features like... "Dr. Demento", "The Great American Radio Show", "Off The Record", "Star Trak", and "Spaces and Places".

Westwood One has pioneered and perfected radio syndication for national sponsors. Our national clients include—ANHEUSER-BUSCH,

INTERNATIONAL HARVESTER, JBL SPEAKERS, SCHLITZ, UNITED VINTNERS, WARNER-LAMBERT and many major U.S. record labels. Through agencies like—TED BATES, LEO BURNETT, GREY ADVERTISING, McCANN-ERIKSON, NEEDHAM HARPER & STEERS, and TATHAM LAIRD & KUDNER.

To put Westwood One to work for you, call either Joel Berman, National Advertising Director, in New York (212) 751-1305 or our President Norman Pattiz at our Los Angeles Headquarters (213) 204-5000.



9540 Washington Boulevard
Culver City, CA 90230

"The Nation's Number One Producer of Nationally Sponsored Radio Programs"

Advertising Age / Section 2

APRIL 14, 1980

INTERNATIONAL

A MONTHLY
SECTION

World's top 50 ad agencies in 1979

Figures shown here in millions are based on total equity interest in foreign shops. AA must stress that this table represents only estimates due to reporting procedures of a few agencies that varied slightly from those requested.

Rank	Agency	Gross Income	Billings	Rank	Agency	Gross Income	Billings	Rank	Agency	Gross Income	Billings
1	Dentsu	\$352.8	\$2,437	19	Dancer Fitzgerald Sample	\$68.4	\$469.9	35	Cunningham & Walsh	\$29.3	\$225.2
2	J. Walter Thompson	253.9	1,693	20	Naito Issui Sha	65.0	370.3	36	Publicis Conseil	29.2	201.2
3	McCann-Erickson	252.3	1,687	21	N W Ayer	63.9	428.4	37	Ross Roy	26.9	179.0
4	Young & Rubicam	247.6	1,921	22	Daiko Advertising	62.5	491.8	38	Asahi Kokoku Sha	26.0	165.4
5	Ogilvy & Mather	206.2	1,393	23	Wells, Rich, Greene	56.6	377.6	39	Campbell-Mithun	23.8	158.4
6	Ted Bates	181.0	1,177	24	Marsteller	54.3	362.5	40	MPM/Casabranca	23.1	86.7
7	SSC&B	153.2	1,021.6	25	Needham, Harper & Steers	50.4	336.2	41	Wunderman, Ricotta & Kline	22.7	151.2
8	BBDO	144.8	985.5	26	Kenyon & Eckhardt	49.2	328.3	42	TBWA	22.6	150.8
9	Leo Burnett	141.1	950.7	27	Norman, Craig & Kummel	48.0	323.1	43	Dai-ichi	22.2	158.1
10	Foote, Cone & Belding	137.6	918.1	28	William Esty Co.	45.6	304.0	44	Alcantara Machado Periscinoto	20.8	83.1
11	*D'Arcy-MacManus & Masius	128.0	853.6	29	Bozell & Jacobs Intl.	45.2	304.0	45	Asahi Tsushin	20.8	143.9
12	Hakuhodo	127.4	896.3	30	Intermarco-Farner	43.5	291.6	46	††Groupe Roux Seguela Cayzac & Goudard	18.9	97.3
13	Grey Advertising	106.3	710.0	31	Dai-ichi Kikaku	38.4	272.6	47	William Wilkens & Co	18.6	93.7
14	Doyle Dane Bernbach	104.0	701.0	32	KM&G Intl.	37.7	245.1	48	Nationwide Ad Service	18.2	69.8
15	†Benton & Bowles	95.4	640.4	33	Tokyo	34.4	239.9	49	Orikomi	18.1	134.6
16	Campbell-Ewald	84.2	561.9	34	Yomiko	30.7	172.9	50	GGK	17.8	118.4
17	Compton	77.7	524.6								
18	Eurocom	77.2	519.7								

*D'Arcy-MacManus & Masius figures exclude de Garmo, which was merged into the D'Arcy New York office in January.

† Figures include 20% ownership in Gestion et Recherche Publiataire, a French agency group comprising B&B Publicite, Feldman, Callex and Concurrence.

††Groupe RSCG includes the main Paris agency, RSCG, plus Chevassus & Vadon, Dire, Immediat and four smaller units.

Foreign ad shops earn stripes during 1979

By CRAIG ENDICOTT

CHICAGO

Despite the global slowdown in economic activity toward the end of 1979 and the strengthening of the dollar, the international advertising market proved its 1978 spurt against U.S. domestic advertising activity was no fluke by again surpassing gross income and billings generated within the U. S. in 1979.

But just barely. Foreign agencies, many of which are subsidiaries or affiliates of U.S. parents, tallied gross income of \$3.27 billion on billings of \$20.8 billion in ADVERTISING AGE's 22nd annual survey of foreign agency gross income and billing. This compared favorably to total U.S. domestic gross income of \$2.92 billion on billings of \$20.3 billion.*

*The U.S. figures just represent domestic business. Foreign income of U.S.-based agencies alone accounts for about \$1.30 billion gross income and about \$8.27 billion in billings, giving U.S.-based agencies grand totals of \$4.10 billion and \$28.8 billion, respectively (based on the reporting of 679 agencies in the ADVERTISING AGE's March 19, 1980 special U.S. agency profile issue).

*AA applied the 1979 exchange rates also to 1978 local currency figures in the various countries in order to factor out the fluctuation of the local currencies against the dollar. This procedure gives a more accurate assessment of an agency's growth in each market.

The overseas shops on a year-to-year basis did extremely well in 1979, improving 19% in gross income over \$2.55 billion in 1978 and 18% in billings over the \$17.67 billion reported in 1978.†

Overseas shops, which got a big lift in 1978 from a favorable dollar exchange rate, saw the tables somewhat reverse last year, though strong currencies like the German Mark (it appreciated 8.5% in 1979 compared to 22% in 1978) and the Swiss Franc (up 7% compared to a 39% increase in 1978) kept the smiles beaming in the corporation offices of parent agencies in the U.S.

■ The Japanese yen, however, slipped by 4% in 1979 compared to a whopping 40% appreciation against the dollar in 1978. For the largest Japanese agency, Dentsu Inc., which also ranked No. 1 in the world in 1979, this decline in the yen from 204 to 212.4 per dollar meant a yen growth of 14% in gross income translated into a dollar growth of 9.8%.

On the brighter side was Brazil, where despite a 35% depreciation of



Kickers, the French shoe for kids, is now being distributed to four company-owned stores in London and at a test site in Florida. So why not create advertising that can travel, too. That's just what Createurs Associés did, piecing together footage from a U.S. skateboard park and hand gliders to show French tv commercial watchers just how much you can kick Kickers around.

the cruzeiro against the dollar (this does not take into account the cruzeiro's plunge at year end from 23.7 to 38.8 to the dollar following a devaluation), agencies stayed well ahead of the downward currency spiral by keeping up with inflation—which marked about 80% by year end. The 31 agencies reporting in both 1978 and 1979 from Brazil, for example, measured a total increase in gross income of 64% in dollar terms! Now that should make anyone proud, but it also illustrates how fickle the

dollar as a common denominator can be when figuring in highly inflated currencies.

■ On a more auspicious note, one country that reported in 1978 was a no-show in 1979: Iran, a glaring example of the dangers of agency investment abroad. Both McCann-Erickson and BBDO International, with strong offices in Teheran, have closed down until things cool off. Nicaragua is another example of how insurrection can

(Continued on Page S-8)

International Agency Profiles



Children, always popular subjects for advertisers, stepped out even more boldly in 1979, proclaimed the "Year of the Child" by the United Nations. The French seem to have a special gift at capturing the free spirit of children as exhibited in ad photos at left by award-winning photographer Sarah Moon for Cacharel via Paris agency Ideodis, and the Au Bon Marche

back-to-school poster that typifies the enfant terrible nature that often surfaces in ads produced by Roux Seguela Cayzac & Goudard, the No. 2 French agency and probably the most controversial—as the title of the book written last year by agency partner Jacques Seguela shows: "Don't tell my Mother I'm in Advertising: She Thinks I'm a Pianist in a Whorehouse."

ARGENTINA

The same 1979 rate of 000852 dollars to the Argentine peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 43% depreciation of the peso against the U.S. dollar based on peso's 1978 exchange rate of .0015.

Casares Grey & Asociados, Buenos Aires, reports gross income of \$4,349,000 on billings of \$28,994,000 for 1979, compared with gross income of \$1,399,000 on billings of \$9,325,000 for 1978. (In local currency, gross income was Ps 5,104 billion on billings of Ps 34,030 billion in 1979, compared with gross income of Ps 1,642 billion on billings of Ps 10,948 billion in 1978.) Media breakdown: Newspapers 8%; magazines 4%; radio 12%; tv 72%; outdoor 3%; cinema 1%. Employees: 121. Accounts gained: Inda Hnos/Sol Jet (Alpargatas). Account lost: Audinac.

Cicero Publicidad, Buenos Aires, reports gross income of \$1,618,800 on billings of \$8,094,000 for 1979, compared with gross income of \$511,200 on billings of \$2,556,000 for 1978. (In local currency, gross income was Ps 1.9 billion on billings of Ps 9.5 billion in 1979, compared with gross income of Ps 600,000,000 on billings of Ps 3 billion in 1978.) Media breakdown: Newspapers 45%; magazines 14%; radio 4%; tv 26%; outdoor 2%; busi-

A comprehensive view of the agency business is presented in the following section, in which ADVERTISING AGE has prepared profiles of international agencies, including their gross income and billings in 1979 and 1978, accounts won and lost, media mix, total employees. The agency profiles are arranged alphabetically, by country. A table listing the average annual rate of exchange per country used in converting local currency to dollars is found below.

ness press 3%; transit advertising 1%; point of sale 4%; cinema 1%. Employees: 47. Accounts gained: Fine wines—2 Estribos, Sea Village, Manantiales—Inmobilitaria Overseas.

Gomez Ferran Inter-Americana, Buenos Aires, part of Kenyon & Eckhardt Intl., reports gross income of \$1,820,000 on billings of \$10,070,000 for 1979, compared with gross income of \$660,000 on billings of \$3,300,000 for 1978. (In local currency, gross income was Ps 2,136 billion on billings of Ps 11,819 billion in 1979, compared with gross income of Ps 40,000,000 on billings of Ps 220,000,000 in 1978.)

Gowland/McCann-Erickson, Buenos Aires, reports gross income of \$707,160 on billings of \$23,039,173 for 1979, compared with billings of \$7,984,944 for 1978. (In local currency, gross income

was Ps 830,000,000 on billings of Ps 27,041 billion in 1979, compared with billings of Ps 9,372 billion in 1978.) No gross income was reported for 1978. Accounts gained: American Home Products (Kolyon toothpaste, Van Ess deodorant), Dow Chemical—Indokum, L'Oreal. New assignments: BAT—new product.

Johnson/Benton y Bowles, Buenos Aires, reports gross income of \$1,634,230 on billings of \$5,657,280 for 1979, compared with gross income of \$439,547 on billings of \$1,453,388 for 1978. (In local currency, gross income was Ps 1,918 billion on billings of Ps 6,640 billion in 1979, compared with gross income of Ps 515,900,000 on billings of Ps 1,705 billion in 1978.) Media breakdown: Newspapers 28%; magazines 23%; radio 15%; tv 18%; cinema 1%; graphic production 15%. Employees: 38. Accounts gained: BASF audio cassettes,

tapes and chemicals, Ostrimet metallurgical constructions, Banque Nationale de Paris, Banco do Brasil. Account lost: Mercedes-Benz trucks.

Lintas Limitada, Buenos Aires, reports gross income of \$3,973,000 on billings of \$26,595,000 for 1979, compared with gross income of \$1,785,000 on billings of \$11,976,000 for 1978. (In local currency, gross income was Ps 4,664 billion on billings of Ps 31,215 billion in 1979, compared with gross income of Ps 2,095 billion on billings of Ps 14,056 billion in 1978.) Media breakdown: Newspapers 4%; magazines 11%; radio 12%; tv 70%; outdoor 1%; cinema 2%. Employees: 69. Accounts gained: Salvo refrigerators and washing machines.

Walter Martinez, Buenos Aires, reports gross income of \$326,316 on billings of \$2,952,180 for 1979,

compared with gross income of \$272,640 on billings of \$1,533,600 for 1978. (In local currency, gross income was Ps 383,000,000 on billings of Ps 3,465 billion in 1979, compared with gross income of Ps 320,000,000 on billings of Ps 1.8 billion in 1978.) Media breakdown: Newspapers 30%; magazines 15%; radio 25%; tv 30%. Employees: 22.

Ortiz, Scopesi & Cia., Buenos Aires, part of the Ogilvy & Mather network, reports gross income of \$6,134,400 on billings of \$26,213,487 for 1979, compared with gross income of \$1,661,400 on billings of \$7,085,767 for 1978. (In local currency, gross income was Ps 7.2 billion on billings of Ps 30,757 billion in 1979, compared with gross income of Ps 1.95 billion on billings of Ps 8,317 billion in 1978.) Media breakdown: Newspapers 16%; magazines 9%; radio 12%; tv 47%; outdoor 3%; point of sale 3%; cinema 10%. Employees: 100. Accounts gained: Bodegas y Vinedos Arizu, Lever y Asociados S.A.C.I.F., Morgan Guaranty Trust Co., Productos Roche S.A.Q.I. Account lost: Sol Jet.

Solanas, Buenos Aires, reports gross income of \$1,300,152 on billings of \$18,573,600 for 1979, compared with gross income of \$566,205 on billings of \$7,077,564 (Continued on Page S-10)

Foreign exchange rates in issue

ADVERTISING AGE editors used the exchange rates in these tables to determine dollar equivalents for both 1979 and 1978. This provides a more accurate assessment of an agency's year-to-year income and billings growth than applying different exchange rates to each year, since the AA procedure factors out a local currency's fluctuations against the dollar.

Foreign currency movement against the dollar did cool considerably in 1979 compared to 1978: the Deutschmark, for example, appreciated at an 8.5% clip in 1979 compared to 22% in 1978; the Swiss Franc was up only 7% (39% in 1978), while the Japanese Yen depreciated 4% (40% advance in 1978).

The exchange rates listed here actually are average annual rates of exchange determined by totaling the exchange rates per country at the end of each month and dividing by the number of months. In this issue, average annual exchange rates for 1979 and 1978 are given in the paragraph lead-ins to the agency profiles for most countries to illustrate the rise and fall of the dollar in each currency.

Local currency figures, however, are supplied in each profile.

Country	Currency	Rate	Country	Currency	Rate
Argentina	peso	.000852	Japan	yen	.004708
Australia	dollar	1.1300	Lebanon	pound	.3163
Austria	schilling	.0774	Malaysia	dollar	.4634
Bahamas	dollar	1.0175	Mexico	peso	.0445
Belgium	franc	.034311	Netherlands	guilder	.5015
Bolivia	peso	.0505	New Zealand	dollar	1.0414
Brazil	cruzeiro	.0422	Norway	kroner	.2003
Canada	dollar	.8604	Pakistan	rupee	.1055
Chile	peso	.0278	Panama	balboa	1.0000
China (Taiwan)	dollar	.02785	Paraguay	guarani	.008
Colombia	peso	.0253	Peru	sol	.0066
Denmark	kroner	.1935	Philippines	peso	.142
Ecuador	sucre	.0417	Portugal	escudo	.021803
Finland	markka	.2596	Saudi Arabia	ryal	.3014
France	franc	.2372	Singapore	dollar	.4667
Germany	mark	.5481	South Africa	rand	1.1915
Great Britain	pound	2.1343	South Korea	won	.0021
Greece	drachma	.0289	Spain	peseta	.015309
Hong Kong	dollar	.2027	Sweden	kroner	.236
India	rupee	.1275	Switzerland	franc	.608
Israel	pound	.0447	Turkey	lira	.042
Italy	lire	.001238	Uruguay	peso	.1392
Jamaica	dollar	.5743	Venezuela	bolivar	.234

Figures shown in this table of agencies ranked by gross income and in tables on the International Section 2 cover represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. All material on this and following pages is copyrighted, 1980 Crain Communication Inc. Quotation or reproduction in whole or in part without written

permission is expressly prohibited. A blank space indicates no gross income was reported by the agency or estimated by AA. Also figures listed under 1978 are based on the same exchange rates used to determine the dollar equivalent of an agency's gross income for 1979. More complete data, including total billings, media breakdown, accounts gained and lost and local currency equivalents for 1979 are provided in the ensuing profiles.

Page	Agency	1979	1978	Page	Agency	1979	1978	Page	Agency	1979	1978
3	Argentina										
J. Walter Thompson				Dorland Werbeagentur	\$967,500	\$843,600		& Mather Publicidade	\$11,044,000	\$5,670,000	
Argentina	\$ 6,503,872	\$ 1,902,718		Werbetechnisches Studio . .	940,410	812,700		J. Walter Thompson			
Ortiz, Scopesi & Cia	6,134,400	1,661,400		Demher & Mericek	936,540	708,210		Publicidade	10,805,000	7,300,000	
Casares Grey				Die Sieber				Norton Publicidade	10,550,000	6,456,000	
& Asociados	4,349,000	1,399,000		Werbungsgesellschaft . . .	812,700	843,660		DPZ-Duailibi, Petit,			
Lintas Limitada	3,973,000	1,785,000		Die Werbe Wien	766,260	835,920		Zaragoza Propaganda . . .	10,144,880	6,161,200	
Gomez Ferran Inter-				Intermarco-Farner				Denison Propaganda	10,085,800	6,541,000	
Americana	1,820,000	660,000		Werbeagentur	724,387	756,000		SSC&B: Lintas	7,569,000	5,739,000	
Johnson/Benton				Gramm & Grey	668,736	631,584		Castelo Branco e			
y Bowles	1,634,230	439,547		MMS-Werbeagentur	548,000	1,470,600		Associados Propaganda	5,570,400	2,285,300	
Solanas	1,300,152	566,205		Campbell-Ewald				SGB Publicidade			
Gowland/McCann-				Werbeagentur	428,000	478,000		E. Promocoes	4,885,000	3,391,000	
Erickson	707,160	—		IMAA/Werbeagentur				Proeme S.A. Publicidade . .	4,014,000	2,010,000	
Walter Martinez	326,316	272,640		Erwin Muehlboeck	399,384	371,520		GFM/Propeg	3,380,000	1,600,000	
Young & Rubicam				Inter-Marketing Team	76,948	50,310		Lage, Stabel			
de Argentina	140,000	—		Weinberger Werbehaus	—	—		& Guerreiro	3,321,140	1,557,180	
Yuste Publicidad	—	—						Unidade Inter-Americana			
				14	Bahrain			de Publicidade	2,907,500	1,333,500	
				Fortune Promoseven	—	—		Caio Domingues			
								& Associados Publicidade	2,616,400	2,210,600	
				14	Barbados			Leo Burnett Co.	1,810,000	1,515,000	
				Corbin Compton Ltd.	207,227	173,676		Young & Rubicam			
								do Brasil	1,759,000	1,059,000	
								Tempo/FCB Publicidade . .	866,000	715,000	
								GGK	700,000	430,000	

Page	Agency	1979	1978	Page	Agency	1979	1978	Page	Agency	1979	1978
Britain (Cont.)				27	Curacao				Oy Interplan	\$873,000	\$719,000
Ogilvy Benson & Mather (Scotland)	\$851,684	\$603,057		R.J. Doveale Advertising	\$233,393	\$229,149		Suomen Ilmoituskeskus Oy	826,151	656,814	
Foster Turner & Benson	697,869	634,816						Kauppalainos Oy	545,160	415,360	
Ogilvy & Mather Direct Response	615,474							D'Arcy-MacManus & Masius	388,000	369,000	
LS&A Advertising	122,342	135,315		27	Cyprus			Ajan Mainos Oy	237,455	225,705	
Brunning Group Ltd.				Impact/BBDO	1,512,000	840,000		Oy Goodwill	234,000	234,000	
Nicklin Advertising											
Noble Jacobs & Partners				20	Denmark						
20	Canada			Ted Bates	4,473,000	4,135,000		Publicis Counsel	29,215,000	22,818,000	
Foster Advertising Ltd.	11,552,000	8,335,000		A-reklame	3,200,000	2,900,000		RSC&G	14,599,660	12,453,000	
J. Walter Thompson	9,380,000	8,194,000		Ogilvy & Mather Reklamebureau	2,287,300	2,026,700		Young & Rubicam France	12,772,000	10,638,000	
F.H. Hayhurst Co.	9,292,000	8,991,000		Lintas Reklamebureau	2,025,000	1,929,000		Havas-Conseil	11,279,000	9,286,000	
Vickers & Benson	8,204,000	7,440,000		Young & Rubicam	1,875,000	1,773,000		Lintas: Paris	9,910,000	7,864,000	
McConnell Advertising	7,915,000	7,229,000		D'Arcy-MacManus & Masius	1,717,000	2,214,000		Intermarco-Conseil	9,385,000	8,024,000	
Ronalds-Reynolds	7,898,000	7,109,000		Lund & Lommer A/S	1,696,000	2,390,000		Belier	8,895,000	6,902,500	
Ogilvy & Mather	7,216,000	6,052,000		Footo, Cone & Belding	1,486,000	1,917,000		ECOM-Univas	8,764,500	6,190,900	
McCann-Erickson of Canada	6,993,000	6,322,000		Bergenholtz & Arnesen	1,349,000	1,217,000		McCann-Erickson	7,938,000	7,042,000	
The BCP Group	4,742,000	4,268,000		Lyre & Valbo Reklamebureau	1,320,000	1,316,000		Synergie, Kenyon & Eckhardt	7,590,000	7,733,000	
Young & Rubicam	4,508,000	3,870,000		Lockey, Norman, Craig & Kummel	1,201,600	1,227,700		Dupuy-Compton	7,116,000	6,333,000	
Leo Burnett	3,983,000	3,376,000		Jersild/BBDO	1,168,000	832,000		Ted Bates France	6,665,300	5,930,000	
Spitzer, Mills & Bates	3,638,000	3,612,000		Leo Burnett	1,160,000	897,000		Feldman Calleux Associes	6,457,000	5,318,000	
Grey Advertising	2,970,000	2,784,000		McCann-Erickson A/S	1,135,000	947,000		TBWA France	6,375,000	5,745,000	
Russell T. Kelley Inc.	2,623,000	2,159,000		Dea Partners	1,114,000	1,006,000		Noiman, Craig & Kummel	6,149,200	5,554,000	
Norman, Craig & Kummel	1,871,400	1,720,000		Weber & Sorensen Reklamebureau	1,100,048	1,077,700		Impact-FCB	6,134,500	5,551,100	
Needham, Harper & Steers	1,498,500	1,637,000		Norgard Mikkelsen Reklamebureau	1,100,000	1,100,000		Homsy-Delafose et Associes	5,160,000	4,270,000	
Keri Advertising	1,196,000	1,032,000		Intermarco-Farner A/S	1,026,000	861,000		Grey France	5,109,000	4,658,000	
Footo, Cone & Belding Ltd.	1,745,000	1,354,000		J. Walter Thompson Co.	978,000	790,000		Crehalet-Foliot-Robert & Partners	4,981,000	3,465,000	
Doyle Dane Bernbach	1,238,000	1,204,000		Ipsen & Parmo A/S	700,000			Ogilvy & Mather	4,918,105	3,896,300	
Allard/LeSiege	1,075,000	757,000		KK Viking	444,470			J. Walter Thompson	4,577,900	3,842,640	
RVHA Advertising	930,000			Benton & Bowles A/S	313,470	307,665		Publi-Service			
D'Arcy-MacManus & Masius	904,000	804,000		Ervaco A/S	310,000	255,000		Societe Nouvelle	4,164,000	4,596,000	
Enterprise Advertising Associates	875,887	674,553		Boegh & Sorensen	143,000	159,000		CLM/BBDO	4,037,000	3,125,000	
Pierre Tremblay Publicite	850,000	430,000		Dyppel Marketing/Advertising				Faits et Communication	3,913,800	3,202,000	
Benton & Bowles	714,811	712,032		J&J Industriel Reklame/Marketing				Performance Conseil	3,874,000	2,887,700	
SSC&B-Quadrant	660,000	270,000		Scan-ad Reklamebureau				Doyle Dane Bernbach	3,463,000	3,700,000	
Scali, McCabe, Sloves Canada	616,955	56,000						Euror-Advertising, Lyon	3,033,400	2,702,730	
Heggie, Norman, Craig & Kummel	607,500	593,700		28	Dominican Republic			EDIP	2,504,300	2,314,500	
Bradley-Vaie Advertising	256,000	212,000		Young & Rubicam Damaris	729,000	580,000		MAO Akjaly Stollerman	2,490,600	2,366,000	
Roberts Ketchum Int'l.	195,000	300,000						Euro-Advertising, Paris	2,399,000	2,125,000	
								D'Arcy-MacManus & Masius	2,317,000	1,772,000	
22	Chile							Leo Burnett	2,276,000	1,339,000	
J. Walter Thompson Chilena	2,248,404	1,197,685		28	Dubai			Maime Arnodin Fayolle Int'l. Associes	2,101,500	1,573,800	
Northcote Merino Silva/SSC&B Lintas Int'l.	1,654,100	924,100		Lintas Middle East	571,000	2,702		Benton & Bowles Publicite	1,566,000	1,239,000	
C.C.C.-McCann-Erickson	1,207,437	812,838						R&D Ketchum	1,529,000	1,423,200	
Promoplan	1,100,531	687,429		28	Ecuador			O.P.F.	1,311,700	1,209,700	
Publicidad Fabres, De Heeck-eren, Casares & Grey	1,110,000	668,000		Organizaciones Norlop	1,299,666	1,091,115		Marsteller Int'l.	1,259,345	814,999	
Publicitaria Epoca	764,500	448,073		McCann-Erickson (Ecuador) Publicidad	864,024	670,995		Presence	1,070,000	810,000	
Publiart	656,600	344,337						GGK Paris	1,067,000	302,000	
Matte & Mendez	605,265	427,263		28	El Salvador			Exact Conseil	794,620	759,040	
Sertec (Inter-Americana)	513,897	329,403		McCann-Erickson Centroamericana	318,352	326,432		Createurs Associes			
Veritas	503,799	267,380		APCU de El Salvador	227,250	177,760					
Publicidad y Mercado Ltda. (CECOM)	424,564	134,228						31	Ghana		
Unitros Chile	174,000			28	Finland			Lintas Ghana	164,000	147,000	
				Oy Liikemainonta-McCann AB	3,219,000	2,877,000					
26	Colombia			Oy Mainos Taucher Reklam	3,219,000	2,732,000		31	Greece		
Leo Burnett Colombiana	1,907,000	1,419,000		Mainosyhtyma Oy	3,068,000	2,380,000		Lintas Hellas	979,000	731,000	
McCann-Erickson Corp.	1,456,000	1,061,000		Oy SEK	2,603,700	2,297,400		Grant Advertising & Associates (Middle East)	930,000	782,000	
Puma Publicidad & Marketing	1,295,360	1,225,411		Turkama & Kumppanit Oy Mainostoimisto	2,510,700	1,918,200		Minos S.A.	872,200	650,250	
Atenas/BBDO	1,267,770	601,114		Lintas Oy	2,380,000	1,797,000		Gnomi Advertising	823,650	769,029	
Centrum Publicitario Ltda.	759,000	556,000		Markkinointi Viherjuuri Oy	2,185,000	1,919,000		Spot-Thompson	821,251	466,185	
Arosemena Servicios Creativos	325,000	300,000		Finnad Advertising Agency	2,085,000	1,903,000		D.D. Dimou Publicity	777,410	621,350	
				MK-mainos Oy	1,715,000	1,060,000		Alector	776,793	708,050	
27	Costa Rica			Oy AC-mainos	1,346,400	1,126,300		Interad Advertising & Marketing	774,520	573,029	
McCann-Erickson Centroamericana	531,000	345,457		Topitorma Marketing	1,070,000	838,000		Adel-Hellenic	766,000	763,000	
APCU de Costa Rica	167,671	137,207		Ogilvy & Mather Oy	1,016,000	759,653		Olympic Advertising	723,900	569,900	
				Oy Valotorni	990,775	796,132		Euro-Advertising	621,350	369,920	
				Reklainos	956,507	826,238		J.N. Leoussis Advertising	520,000	498,750	
				Oy Ervaco	881,317	839,630		Lamda Alpha Advertising	509,334	447,583	
				Mainostoimisto LSM Oy	877,000	1,004,000		AC&R Bates Hellas	467,787	293,855	
								McCann-Erickson (Hellas)	447,000	430,000	
								D'Arcy-MacManus & Masius	434,000	332,000	
								Producta	419,050	268,770	
								Victory	361,250	286,110	
								FCB Middle East	322,215		
								Sigma	307,785	261,776	
								K&K Univas	305,000	365,520	
								Epsilon-Epsilon	154,000	116,000	
								Geo Advertising & Marketing	108,606	95,294	

Page	Agency	1979	1978	Page	Agency	1979	1978	Page	Agency	1979	1978
Netherlands				Philippines				Tiempo/BBDO			
	Leo Burnett Co.	\$808,418	\$1,032,000		Advertising & Marketing Associates.	\$1,236,000	\$1,167,000		Norman, Craig & Kummel	\$2,340,000	\$1,486,000
	Euro-Advertising	645,000	214,600		Ace-Compton Advertising	1,223,993	1,294,060		Espanola de Publicidad	2,060,000	1,459,700
	Dancer Fitzgerald Sample				McCann-Erickson	1,035,000	909,000		VP, Servicios Plenos de Publicidad	1,841,300	1,304,800
	Gillissen Kaldewaay	501,500			CA: Lintas Manila	236,000	117,000		Delvico/DFS	1,821,000	1,171,000
	Norman, Craig & Kummel	424,800	463,900						Publinsa Kenyon & Eckhardt	1,630,400	2,143,200
39 New Zealand				41 Portugal					Leo Burnett	1,542,000	690,000
	Colenso Communications	3,218,795	2,667,005		Lintas—Agencia Inter-nacional de Publicidade	1,042,500	676,900		Foot, Cone & Belding	1,470,000	958,000
	J. Inglis Wright	2,603,119	2,334,636		McCann-Erickson-Hora Publicidade	959,332	788,000		Ted Bates Espana	1,372,000	900,000
	Dobbs-Wiggins McCann-Erickson	2,204,000	1,927,000		Norman, Craig & Kummel—Cies Publicidade	887,400	477,486		Los Tirolese	1,370,000	1,250,000
	Ogilvy & Mather	1,701,407	1,350,434		Intermarco-Espiral	824,000	589,000		Compton Espanola	841,995	168,399
	D'Arcy-MacManus & Masius	1,538,000	971,000		Insignia—Agencia Inter-nacional de Publicidade	330,969	292,160		Univas Iberica	711,868	528,160
	SSC&B: Lintas New Zealand	934,136	757,098		Team				Intermarco-Farner Iberica	614,000	524,000
	Gray/Scott/Inch & Associates	830,211	707,274						TBWA	525,000	382,500
	Leo Burnett Co.	716,000	424,000						Grey Espana	505,197	
	Mackay King Advertising	621,146	500,152						Cid S.A. Publicidad		
	IMAA/Wood & Mitchell								Consejeros de Publicidad		
	Advertising	582,539	514,677						MMLB Group (MMLB y Ricardo Perez, Madrid and RCP, Barcelona)		
	USP Needham	520,700	321,125								
	Ward & Grey	179,000	118,000								
	Dormer Beck Campaign										
40 Nicaragua				42 Puerto Rico				44 Sweden			
	APCU de Nicaragua	7,375	27,500		Young & Rubicam Puerto Rico	3,501,000	2,955,000		Ted Bates	6,986,000	5,829,000
	Publicidad McCann-Erickson Centroamericana	62,125	106,500		Badillo Compton	2,775,000	2,469,130		Ogilvy & Mather	6,652,132	7,071,268
40 Nigeria					Ulises Cadilla & Assoc.	964,229	520,778		Annonbyran Svea	6,544,280	5,961,832
	Lintas	3,759,000	3,516,876		Leo Burnett	918,000	856,000		Nordstrom-Grey	4,917,000	3,669,000
40 Norway					Norman, Craig & Kummel	874,000	885,000		Young & Rubicam	4,771,000	4,037,000
	AB Bates	9,669,000	8,569,000		McCann-Erickson	630,000	612,000		AB Ervaco	4,470,000	4,345,000
	A/S Myres/Lintas	2,684,700	2,538,200						AB Lintas Annonbyra	2,816,000	2,618,000
	Ervaco Oslo A/S	2,653,000	2,312,000						HLR/BBDO	2,714,000	2,030,000
	Benton & Bowles/HO	2,615,700	2,807,400						DFS Pihlstrom	2,263,000	2,169,548
	Lund & Lommer A/S	2,203,000	2,123,000						Blomquistbyraerna	2,242,000	
	Ogilvy & Mather	2,085,300	1,610,200						Svenska Intermarco-Farner	2,111,000	1,974,000
	Holter, Young & Rubicam	2,046,000	2,212,000						D'Arcy-MacManus & Masius	1,969,000	1,685,000
	NCK Norge A/S	1,127,500	1,073,600						Operativ Reklam	1,888,000	1,416,000
	Gumaelius A/S	1,031,000	986,000						McCann-Erickson	1,879,000	1,460,000
	McCann-Erickson	958,000	854,000						Perception Information	1,793,600	1,519,252
	Ervaco Bergen A/S	866,300	624,000						Norman, Craig & Kummel	1,421,000	1,918,680
	D'Arcy-MacManus & Masius	857,200	634,000						FCB & Partners	1,209,000	949,000
	Dramsud & Werner	761,140	741,100						J. Walter Thompson Co.	1,027,000	881,000
	Jensen-Grey	618,000	648,000						Springfeldt Annonbyra	779,000	1,262,500
	Intermarco-Farner	351,000	341,000						Dahlbaeck & Berglund	753,076	715,080
41 Pakistan									AB Gothus Annonbyra	486,160	464,448
	R: Lintas Ltd.	353,000	348,000						Sedeil Reklam	270,555	277,415
	Paragon Advertising	220,830	228,059						IMAA/AB Olof		
	Prestige Advertising	176,101	171,275						Isacons Annonbyra		
	IMAA/D.J. Keymer								Inter-Media AB		
	Orient Advertisers										
41 Panama				42 South Africa				Switzerland			
	McCann-Erickson de Panama	702,000	612,000		J. Walter Thompson Co.	4,846,170	4,582,763		Gisler & Gisler	4,608,032	4,044,416
	Campagnani, Aleman & Quelquejeu	634,422	527,556		Van Ziji & Schultz, Lund & Tredoux	4,743,000	4,349,000		Dr. Rudolf Farner Werbeagentur	4,378,000	4,122,000
41 Paraguay					Grey, Phillips Bunton				Advico AG, Werbeagentur BSR	4,021,096	3,629,045
	J. Walter Thompson Paraguay	115,084	110,562		Mundel & Blake	4,411,000	3,255,000		GKG Basel Werbeagentur	3,964,000	3,420,000
	McCann-Erickson Corp. Publicidad	133,000	63,600		Lindsay Smithers-FCB Holdings	4,111,000	3,323,000		Adolf Wirz Advertising	3,850,000	3,696,000
41 Peru					McCann-Erickson South Africa	4,119,000	3,304,000		McCann-Erickson Europe	3,250,000	3,030,000
	J. Walter Thompson Peruana	942,000	523,700		Lintas	3,994,000	3,401,000		Lintas AG	2,926,000	2,970,000
	McCann-Erickson Corp. Publicidad	523,674	445,651		Bates Wells Rostrom	3,526,000	2,563,000		CSWH Univas	2,024,000	1,794,200
	Compania Nacional de Publicidad	486,000	232,000		D'Arcy-MacManus & Masius	3,368,000	2,249,552		Kloeti Werbeagentur	2,023,424	1,824,000
	IMAA/Publicitas	164,195	96,758		IMA (Pty) Ltd.	2,775,008	1,888,686		TBWA	1,875,000	1,459,200
					De Villiers & Co.	1,963,440	1,799,804		Young & Rubicam	1,710,000	1,807,000
					BBDO/South Africa	1,733,215	1,402,089		D'Arcy-MacManus & Masius	1,674,000	1,556,000
					Goodgoll-Said, Campbell-Ewald	1,367,000	240,000		J. Walter Thompson Co.	1,534,000	1,412,000
					Kenyon & Eckhardt	1,334,480			Bureau d'Etudes Publicitaires	1,405,000	1,332,000
					IMAA/R. Harwood Advertising	294,360	221,638		Edelta SA	1,337,600	927,489
					Partnership in Advertising & Marketing	101,593	89,827		ZSM Zutter Sommer Marketing BSR	1,288,960	1,133,920
43 South Korea									Doyle Dane Bernbach	1,177,088	915,648
									Norman, Craig & Kummel	1,081,600	1,246,400
									Euro Advertising EA Werbung	779,620	705,882
									Fuhrer & Partner	729,600	608,000
									Rogivue ABH Int'l.	437,760	413,440
									IMAA/Baenziger & Wachter	364,800	364,800
									T.C. Mettler	346,560	273,600
									Pubaco	340,480	243,200
									Fedier's Werbeagentur BSR	246,818	236,086
									BTR, Kenyon & Eckhardt		
43 Spain				43 Taiwan				Eastern Advertising Co.			
	J. Walter Thompson Co.	4,535,900	3,770,000		International Advertising Agency	493,140	428,834		International Advertising Agency	493,140	428,834
	Unitos	3,600,000	2,296,000		Cambridge Advertising Co	491,248	327,306		Cambridge Advertising Co	491,248	327,306
	Danis/Benton & Bowles	3,292,500	2,916,100								
	McCann-Erickson	2,973,000	2,420,000								
	Lintas SA	2,738,000	1,949,000								
	Young & Rubicam Espana	2,584,000	2,358,000								

Page	Agency	1979	1978	Page	Agency	1979	1978	Page	Agency	1979	1978
46	Thailand										
SSC&B: Lintas Thailand		\$1,930,000	\$1,587,000		de Venezuela	\$3,847,780	\$3,267,342		Dr. Hegemann ABH Int'l.	\$6,189,400	\$10,865,500
Ogilvy & Mather		1,246,000	950,000		Leo Burnett Venezuela	2,101,000	2,212,000		Guenther Blaese		
McCann-Erickson		883,000	690,000		Grey Advertising				Advertising	5,937,500	5,514,900
Chuo Senko Advertising		853,000	529,000		de Venezuela	1,625,000	1,281,000		Westag Werbeagentur		
Ted Bates		615,000	615,000		Sertec, Kenyon				Prigge, Hawel	5,733,000	4,499,900
Kenyon & Eckhardt		309,000	251,000		& Eckhardt	932,256	585,501		Heye, Needham & Partner	5,719,972	3,562,600
Reach Co.		55,000	40,000		ABC/McCann Publicidad				Spies & Ermisch		
Leo Burnett		20,000	12,000						Werbeagentur	4,878,090	4,439,610
46	Trinidad			47	West Germany				Baums, Mang, und Zimmermann Werbeagentur	4,384,000	3,622,900
McCann-Erickson (Barbados and Trinidad)		721,000	577,000		McCann-Erickson Group	35,399,587	31,371,051		DFS&R Dorland		
Norman, Craig & Kummel		463,800	434,010		Lintas	31,349,675	27,961,300		Werbeagentur Dancer		
Corbin-Compton		385,348	246,788		Team/BBDO	27,926,000	24,719,000		Fitzgerald Sample	4,275,180	4,001,130
47	Turkey				J. Walter Thompson	23,652,000	21,804,000		TBWA	4,199,000	3,581,614
Reklam Moran		879,750	690,000		Gramm & Grey	19,183,500	17,676,000		CoPartner Werbeagentur	4,138,700	3,540,700
Manajans		722,400	422,113		wilkens wpt William				Leo Burnett	3,802,170	3,758,800
Fulmar Reklam Sanayii		252,000	252,000		Wilkins Werbeagentur	18,564,000	17,943,600		Die Werbe Euro-		
47	Uruguay				Young & Rubicam	16,580,000	16,115,000		Advertising	3,718,300	2,999,347
Grey, Casares, Vernazza & Associates		437,000	161,000		Heumann, Ogilvy & Mather	14,250,600	12,880,300		Serviceplan Marketing and Werbeagentur	3,535,245	3,305,043
McCann-Erickson Corp.		207,000	138,000		Doyle Dane Bernbach	13,179,064	12,504,900		MPW Univas	3,014,550	2,411,640
J. Walter Thompson					D'Arcy-MacManus				Erdmann & Partner		
Uruguay		134,091	130,875		& Masius	11,955,100	10,352,500		Werbeagentur	2,695,008	2,481,797
47	Venezuela				Foot, Cone & Belding	11,759,400	11,397,800		Werbeagentur Achim		
Corporacion Publicitaria Nacional "Corpe"		4,310,280	2,739,380		Intermarco-Farner				Aschke	2,685,600	2,639,100
J. Walter Thompson					Werbeagentur	11,690,900	10,847,900		IMAA/Die Gilde		
					Benton & Bowles				Werbeagentur	2,634,700	2,584,808
					und Partner	10,945,500	10,770,100		Durana Ketchum	2,630,880	2,055,375
					Siesina-Bates				Hermann Geiling		
					Werbeagentur	9,876,700	10,036,807		Werbeagentur	2,557,900	2,647,900
					Troost Campbell-Ewald	9,570,000	8,766,000		Marsteller International	2,037,700	1,692,800
					GGK Duesseldorf				Charles Barker	1,594,111	1,402,100
					Werbeagentur	9,948,015	9,125,800		Wirz Werbeberatung	449,442	438,480
					MWI/Norman, Craig & Kummel	8,934,030	10,515,039		Hildmann Simon Rempen & Schmitz Werbeagentur		
					R.W. Eggert Werbeagentur	7,344,500	6,083,900				
					Luerzer, Conrad	7,043,085	5,360,400	48	Zambia		
					Compton	6,610,000	5,113,700	McCann-Erickson		273,000	221,200

Foreign ad agencies earn their stripes in '79

(Continued from Page S1)

rule agency billings; the two agencies reporting 1979 financial yearend results from that Central American nation showed an aggregate loss in gross income of 93% from 1978 performances.

■ But such political and economic winds have done little to dampen U.S. agency involvement abroad. Foreign operations of the top 10 U.S. agencies ranked by world gross income in 1979 claimed 50.4% for their world total gross income.

J. Walter Thompson, the U.S. leader, increased its foreign contribution to 54% of its total world gross income in 1979 compared to 52% in 1978; McCann-Erickson, No. 2 on the U.S. charts, upped its foreign ante 1% in 1979 to 73% of its total world gross income; SSC&B Inc., No. 6 on the U.S. world chart, now gains 78% of its gross income from abroad, primarily from its London stronghold; and D'Arcy-MacManus & Masius, No. 10 on the list, attributes 55% of its gross income to foreign shops today.

■ The one real threat these agencies seem to face abroad, especially in the Third World, where much of the global growth will probably be in the next decade, is being legislated out of a country. Advertising in much of the Third World is considered by govern-

ment authorities as part of the vital communications sector. Foreign influence in that sector is frowned upon. Already, India has limited ownership among outside agencies to 40% of a domestic shop, while a number of South American countries hold the line of foreign involvement at 20%.

JWT, whose network outside the U.S. generated gross income of \$135,700,000 in 1979 against \$118,200,000 in domestic gross income, came in No. 2 in the world with total gross income of \$253,900,000. JWT's gross income and billings should get a healthy boost when it consolidates Euro Advertising, just purchased this year, into its totals in 1980.

The U.S. continued to dominate the world top 50 chart, notching 30 places, down from 32 a year ago, followed by Japan with 11 (down 1), France 4 (up one), Brazil 2, and one each in West Germany and Switzerland. Newcomers to the chart this year include the Groupe RSCG in France, whose Paris shop, Roux Seguela Cayzac & Goudard is No. 2 behind long entrenched Publicis, and two fast-growing agencies from Sao Paulo, Brazil, MPM/Casabranca and Alcantara Machado Periscinoto.

Outside the U.S., Japan, with Dentsu leading the dice, is heads above its challengers for the title of

best advertising performance charted by gross income. Japan ran up a combined total gross income of \$948,703,894 for the 33 agencies reporting in the issue, and some 37% of that came from Dentsu. It attributes Japan's overall advertising performance in 1979 (total ad spending topped the \$9.41 billion mark) to aggressive management policies on the part of advertisers and media to cope with Japan's strongly domestic market-oriented sales drives by marketers, which were guided by the government's jawboning policy aimed at easing Japan's increasing frictions with Western trade partners.

As stated, the No. 1 agency in the world in 1979 (ranked by gross income) is Dentsu Inc. of Japan with total gross income of \$352,790,000 on total billings of \$2.437 billion. Dentsu has clung to its top spot since its supplanter JWT in 1973.

West Germany, led by H. K. McCann's \$35,399,587 in gross income among 42 agencies reporting, came in second with an aggregate gross income of \$382,574,689.

Britain, No. 3, paced by JWT's \$33,180,000 among 45 agencies reporting, came in at \$355,039,679 gross income; France, No. 4, again was paced by Publicis's \$29,215,000 among 41 agencies reporting total gross income of \$343,267,700.

Brazil, which had surged to the 5th slot in 1978 from No. 7 the previous year, dropped anchor to keep the status quo with total gross income of \$162,930,468 from 21 agencies, some \$23,100,000 of that coming from leader, MPM/Casabranca, replacing former leader, Alcantara Machado Periscinoto (\$20,800,000).

■ Australia kept a hold on No. 6 with gross income of \$143,744,921 for 30 agencies, though in U.S. dollar terms

was not helped at all by the A-dollar's 2% decline. George Patterson Pty. Ltd., a Bates agency, again outraced the field with \$19,200,000 gross income.

Canada, No. 8 a year ago, climbed a notch to No. 7 as 30 agencies reported total gross income of \$105,498,053, with Foster Advertising of Toronto remaining in the driver's seat with \$11,552,000 of the total.

The Netherlands slipped a notch to No. 8 with a tally of \$103,586,756 from 31 agencies paced again by FHV/BBDO with \$9,252,800. Italy retained the No. 9 spot with \$70,044,736 in gross income, \$7,073,000 of that coming from market leader McCann-Erickson Italiana, which had to stave off challenges from JWT and Young & Rubicam. Sweden closed out the top 10 list with total gross income of \$69,961,803 registered by 24 agencies, the leader of which was Ted Bates (\$6,986,000). Bates narrowly won out over O&M affiliate, AB Svenska Telegrambyran STB, last year's piper.

Big world agency groups (000,000)

Group	'79 Gross Income	Billings
Interpublic Group	386.5	2,945.8
Ogilvy & Mather	273.2	1,565.5
D'Arcy-MacManus & Masius	128.0	853.6
Univas Network	94.4	595.5
N W Ayer ABH Intl.	88.6	591.0
Group Publicis-Intermarco-Farner	72.7	492.8
DFS International	68.4	469.9
wpt Group	22.7	120.3
Euro-Advertising	19.8	136.7
Intercon International	6.9	57.7
Worldwide Advertising & Marketing	—	412.5

NOTE

While this compilation of 754 agencies around the world is not a comprehensive list, in most cases the top strata with the bulk of the billings in each market are represented, and their year-to-year performance is a strong statement on the performance of advertising in that local market.

AA estimated billings and gross income in a number of cases either because forms were incomplete, reporting practices in

the local markets discourage participation, or fear that financial results made public might be used against an agency by local government officials.

AA also was forced to occasionally estimate a parent shop's ownership in another agency in order to comply with the methodology used to compose the Top 50 chart. That method is to permit a parent shop to include in its gross income and billings only the percentage of its ownership in their foreign agencies.

ARGENTINA

(Continued from Page S-3)



"Palette is your style" says this Ortiz, Scopesi y Cia ad for bedspreads made by Alpagatas, one of Argentina's biggest producers of textiles and footwear.

for 1978. (In local currency, gross income was Ps 1.526 billion on billings of Ps 21.8 billion in 1979, compared with gross income of Ps 664,560,000 on billings of Ps 8.307 billion in 1978.) Media breakdown: Newspapers 15%; magazines 10%; radio 15%; tv 50%; outdoor 3%; business press 2%; cinema 5%. Employees: 100. Accounts gained: Alba House paints, Monsanto Argentina - agriculture division, Perle table wine, Fiat dealers - automobile sales plans, Circula de Inversores, Plan Multifiat (automobile savings and loan plan). Account lost: Rodas wine.

J. Walter Thompson Argentina, Buenos Aires, reports gross income of \$6,503,872 on billings of \$43,359,147 for 1979, compared with gross income of \$1,902,718 on billings of \$12,684,786 for 1978. (In local currency, gross income was Ps 7.634 billion on billings of Ps 50.891 billion in 1979, compared with gross income of Ps 2.233 billion on billings of Ps 14.888 in 1978.) Media breakdown: Newspapers 20%; magazines 12%; radio 23%; tv 38%; outdoor 2%; cinema 5%. Employees: 119. Accounts gained: Chase Bank, Pepsi-Cola, Parke Davis.

Young & Rubicam de Argentina, Buenos Aires, reports gross income of \$140,000 on billings of \$934,000 for 1979. (In local currency, gross income was Ps 164,510,000 on billings of Ps 1.096 billion in 1979.) Y&R does not publish billings figures. The figure for 1979 is an AA estimate. Media breakdown: Magazines 10%; tv 90%. Employees: 15. Accounts gained: Johnson & Johnson.

Yuste Publicidad, Buenos Aires, only reports billings of \$20,000,000 for 1979, compared with billings of \$7,700,000 for 1978. (In local currency, billings were Ps 23.5 billion in 1979, compared with billings of Ps 9 billion in 1978.) Media breakdown: Newspapers 25.89%; magazines 9.49%; radio 18.6%; tv 38.55%; outdoor 2.77%; cinema 4.7%. Employees: 115. Accounts gained: Arizu (partly), Echesortu y Casas, Finank Cia. Financiera, International Harvester Payline group, L'Equipe, Nougues Azucarera, Fab Tecnor, Textiles Tala, Stani (partly), Terza Hnos - liquor importer. Account lost: Autoplan, Safrar.

AUSTRALIA

The same 1979 rate of 1.13 U.S. dollars to the A dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 2% depreciation of the A dollar against the U.S. dollar based on AS's 1978 exchange rate of 1.15.

Leo Burnett, Sydney, reports gross income of \$9,313,000 on bill-

ings of \$69,121,000 for 1979, compared with gross income of \$7,727,000 on billings of \$51,538,000 for 1978. (In local currency, gross income was A\$8,242,000 on billings of A\$54,974,000 in 1979, compared with gross income of A\$6,838,000 on billings of A\$45,609,000 in 1978.) Employees: 257.

Clemenger Australia, Melbourne, part of BBDO International, reports gross income of \$15,162,925 on billings of \$87,140,830 for 1979, compared with gross income of \$12,636,189 on billings of \$79,282,475 for 1978. (In local currency, gross income was A\$13,418,518 on billings of A\$77,115,779 in 1979, compared with gross income of A\$11,182,469 on billings of A\$70,161,483 in 1978.) Media breakdown: Newspapers 42%; magazines 5%; radio 13%; tv 36%; business press 1%. Employees: 392. Accounts gained: Gillette, Bata, Omega, Rheem, Pizza Hut, ICI, Canada Dry, Nivea. Accounts lost: Kentucky Fried Chicken, Wedgwood.

Compton Advertising Australia, Sydney, reports gross income of \$1,097,000 on billings of \$6,443,000 for 1979, compared with gross income of \$1,806,000 on billings of \$9,230,000 for 1978. (In local currency, gross income was A\$971,000 on billings of A\$5,701,000 in 1979, compared with gross income of A\$1,598,000 on billings of A\$8,168,000 in 1978.) Media breakdown: Newspapers 20%; magazines 11%; radio 9%; tv 34%; production 26%. Employees: 23. Accounts gained: Australian Govt. Advertising Service—Health Dept., Pentagon Pacific (Fiji), Tanna Hotel (Fiji), Seafarer Cruises (Fiji). Accounts lost: British Airways, Hitachi Sales Australia, ICI Australia, Mercury Marine.

Berry Currie Advertising, Sydney, part of Kenyon & Eckhardt International, reports gross income of \$3,367,400 on billings of \$20,482,000 for 1979, compared with gross income of \$2,637,000 on billings of \$14,563,000 for 1978. (In local currency, gross income was A\$2,980,090 on billings of A\$18,126,000 in 1979, compared with gross income of A\$2,334,000 on billings of A\$12,888,000 in 1978.) Media breakdown: Newspapers 66%; radio 4%; tv 30%. Employees: 96. Accounts gained: Mark IV air conditioning for cars, Venetian blind manufacturers federation of Australia, Groshu Robin, Heinz, RACV, Merck Sharp & Dohme—veterinary products, State Electricity Commission of Victoria, Oribin. Accounts lost: Jennings Homes (NSW and Queensland), Georg Jensen, Texas Instruments.

Coudrey Dailey, Sydney, reports gross income of \$2,391,358 on billings of \$25,887,695 for 1979, compared with gross income of \$2,138,962 on billings of \$18,705,028 for 1978. (In local currency, gross income was A\$2,116,246 on billings of A\$22,909,465 in 1979, compared with gross income of A\$1,892,887 on billings of A\$16,553,122 in 1978.) Media breakdown: Newspapers 28%; magazines 7%; supplements 1%; radio 20%; tv 38%; outdoor 1%; business press 1%; transit advertising 1%; point of sale 1%; cinema 1%; farm press 1%. Employees: 61. Accounts gained: Volvo Australia, Scuderia Veloce motors, Guinness (Australia), Penthouse magazine. Accounts lost: IBM Australia, Sharp Australia.

D'Arcy-MacManus & Masius, Melbourne, reports gross income of \$9,156,000 on billings of \$63,595,000 for 1979, compared with gross income of \$7,153,000 on billings of \$47,991,000 for 1978. (In

local currency, gross income was A\$8,102,000 on billings of A\$56,279,000 in 1979, compared with gross income of A\$6,330,000 on billings of A\$42,470,000 in 1978.) Media breakdown: Newspapers 26%; magazines 2%; radio 8%; tv 63%; outdoor 1%. Employees: 231. Accounts gained: A.H.I.—Roofing Australia, Australian Dairy Corp.—cheese, Backshall Ford, Barclays Banking Group, Bristol Myers, Budget Rent-A-Car, Byrne Ford—Queensland, Campbell Soups—frozen products, Consolidated Real Estate, Dale Slacks, Dirty Dicks Holdings, Dunk Island, Four Square Stores—Queensland, Glenway Corp., Great Keppel Island, Irene Whyte, Jennings Industries—Queensland, John Sackville and Sons, Lipton Tea—new projects, Mt. Isa Mines—safety campaign, Nestlé Australia—Findus frozen foods, SGIO Building Society, Southern Pacific Hotels Corp., Skipper Motors, Titan Ford, Tooth Victoria, Universal Telecasters Queensland—news division, Wander Australia—Ovaltine, West Australian Liberal Party. Accounts lost: Australian Bacon, International Correspondence Schools, B. S. Stillwell Ford (Adelaide).

Doyle Dane Bernbach, Sydney, reports gross income of \$1,281,420 on billings of \$8,226,400 for 1979, compared with gross income of \$1,914,220 on billings of \$11,257,060 for 1978. (In local currency, gross income was A\$1,134,000 on billings of A\$7,280,000 in 1979, compared with gross income of A\$1,694,000 on billings of A\$9,962,000 in 1978.) Employees: 40. Accounts gained: IBM Australia, Time Life Record Div. Accounts lost: Henry Jones, Old Sydney Town, Summit Restaurants, Hoyts Theatres.

Murray Evans Advertising, Sydney, reports gross income of \$2,062,169 on billings of \$13,723,397 for 1979, compared with gross income of \$2,015,826 on billings of \$13,438,908 for 1978. (In local currency, gross income was A\$1,824,928 on billings of A\$12,144,600 in 1979, compared with gross income of A\$1,783,917 on billings of A\$11,892,839 in 1978.) Media breakdown: Newspapers 28%; magazines 13%; radio 8%; tv 48%; outdoor 1%; business press 1%; farm press 1%. Employees: 57. Accounts gained: Thorn Kenwood, Terrace Television, Land newspaper, Norco Co-op., Ampex, Keith Harris & Co., Redihire. Accounts lost: Angus & Coote, Ateco Suzuki, Lifesavers—Quick-eze.

Foote, Cone & Belding, Sydney, reports gross income of \$3,171,535 on billings of \$21,154,138 for 1979, compared with gross income of \$2,806,705 on billings of \$18,720,724 for 1978. (In local currency, gross income was A\$2,806,668 on billings of A\$18,720,476 in 1979, compared with gross income of A\$2,483,810 on billings of A\$16,567,010 in 1978.) Media breakdown: Newspapers and magazines 34%; radio 7%; tv 58%; outdoor 1%. Employees: 80. Accounts gained: Garuda, Lanier,

Enderslea Productions, ACG Paradine, British Airways, Yates Seeds, Wirribee, Sunoroid, Dun & Bradstreet, BASF. Accounts lost: Ajax Chemicals, Pizza Hut, R&G Restaurant enterprises, Victorian Ministry of Tourism, Boral gas.

Fortune Group of Companies, Sydney, affiliated with DFS International, reports gross income of \$13,404,825 on billings of \$73,450,000 for 1979, compared with gross income of \$8,941,747 on billings of \$48,989,918 for 1978. (In local currency, gross income was A\$11,862,500 on billings of A\$65,000,000 in 1979, compared with gross income of A\$7,913,050 on billings of A\$43,353,910 in 1978.) Media breakdown: Newspapers 37.14%; magazines 5%; radio 12.88%; tv 38.03%; business press 1.5%; point of sale 4%; cinema 1.45%. Employees: 345. Accounts gained: Australian Film Commission, Anchor Foods, Pentagon Pacific, Princetown Toyota, Smooth Sailing, Thomas Cook, Western Underwriters, Gande Price wines & spirits (Hong Kong), ITT (Singapore), Otard cognac (Singapore and Malaysia), Lancome (Singapore), UTA (Singapore). Accounts lost: Arrowfield Wines, Express Freights.

Grey Advertising, Sydney, reports gross income of \$1,836,000 on billings of \$11,300,000 for 1979, compared with gross income of \$1,904,000 on billings of \$11,707,000 for 1978. (In local currency, gross income was A\$1,625,000 on billings of A\$10,000,000 in 1979, compared with gross income of A\$1,685,000 on billings of A\$10,360,000 in 1978.) Media breakdown: Newspapers 39%; radio 5%; tv 56%. Employees: 47. Accounts gained: Provincial Traders, Sharp Corp. Accounts lost: Fiat, Canada Dry.

Hawkins Advertising, Sydney, reports gross income of \$285,639 on billings of \$1,585,204 for 1979, compared with gross income of \$302,213 on billings of \$2,059,751 for 1978. (In local currency, gross income was A\$252,778 on billings of A\$1,402,835 in 1979, compared with gross income of A\$267,445 on billings of A\$1,520,576 in 1978.) Media breakdown: Newspapers 62%; radio 13%; tv 19%; outdoor 1%; service fees 5%. Employees: 15. Accounts gained: Australian Pharmaceutical Industries, Liquorland Marketing, Ciba-Geigy consumer products, Drug Houses of Australia, Simmons bedding, Movitex & Movigraph, Stott Datagraphics. Accounts lost: Henry Simon, Mole Engineering.

Hertz Walpole Campbell-Ewald Advertising (Australia), Sydney, reports gross income of \$2,482,000 on billings of \$16,555,000 for 1979, compared with gross income of \$2,918,000 on billings of \$19,461,000 for 1978. (In local currency, gross income was A\$2,196,000 on billings of A\$14,647,000 in 1979, compared with gross income of A\$2,582,000 on billings of A\$17,222,000 in 1978.) Employees: 50. Accounts gained: Vic. Govt. Travel, Heuga Australia

P/L carpet tiles, Hartley Computers, Coca-Cola Export-Hic, Monier Colourtile-roof tiles, Sydney Turf Club-promotion, Purnell Bros.-shoes, Aus. Natives Assn.-image campaign, Family Circle publ.-magazines, White Wings Ltd. cake mixes and puddings, Franklin caravans, Smirnoff vodka. Accounts terminated: Mitre 10 retail hardware, Allied Grocery cake mixes/flours, Lyvetta Mills underwear, United Perm Bldg. Soc.

IMAA/Cornell, Longwill & Dean, Melbourne, reports gross income of \$506,746 on billings of \$3,107,500 for 1979, compared with gross income of \$460,678 on billings of \$2,825,000 for 1978. (In local currency, gross income was A\$448,448 on billings of A\$2,750,000 in 1979, compared with gross income of A\$407,680 on billings of A\$2,500,000 in 1978.) Media breakdown: Newspapers 33%; magazines 10%; radio 15%; tv 35%; outdoor 2%; business press 2%; and point of sale 3%. Employees: 15.

Kenyon & Eckhardt (Australia), Melbourne, reports gross income of \$364,260 on billings of \$2,516,817 for 1979, compared with gross income of \$280,715 on billings of \$1,810,088 for 1978. (In local currency, gross income was A\$322,354 on billings of A\$2,227,271 in 1979, compared with gross income of A\$248,420 on billings of A\$1,601,848 in 1978.) Media breakdown: Newspapers 38%; magazines 26%; radio 2%; tv 9%; business press 5%; farm press 11%; point of sale 9%. Employees: 10. Accounts gained: Elder Smith wine and spirits, Hesston farm machinery, A.E. Hoad, London Mews, Perkins engines, Victorian Producers Co-op, Victorian Volvo dealers, Zetor tractors. Accounts lost: Kubota tractors, Lely (Australia), John Shearer Ltd., LMS Australia.

Knowles Bristow, Brisbane, member of GIAA, only reports billings of \$2,344,580 for 1979, compared with billings of \$2,064,885 for 1978. (In local currency, billings were A\$2,074,850 in 1979, compared with billings of A\$1,827,332 in 1978.) Media breakdown: Newspapers 40%; magazines 3%; supplements 3%; radio 12%; tv 33%; outdoor 1%; business press 2%; farm press 1%; point of sale 5%. Employees: 22. Accounts gained: Courts (Old), Curtain Wonderland Distributors, Motorama Toyota.

Lintas (Australia), Sydney, reports gross income of \$4,957,000 on billings of \$32,954,000 for 1979, compared with gross income of \$4,573,000 on billings of \$30,252,000 for 1978. (In local currency, gross income was A\$4,387,000 on billings of A\$29,163,000 in 1979, compared with gross income of A\$4,047,000 on billings of A\$26,772,000 in 1978.) Media breakdown: Newspapers 3%; magazines 14%; radio 5%; tv 78%. Employees: 106. Accounts gained: Rexona development brands, Norska Range (Rexona), Amscol ice cream, NSW State Government (child safety), Canadian Pacific Airlines, Predictor-home pregnancy test, Pecks paste, Cover Girl cosmetics. Accounts lost: Rowntree Hoadley (other than Master Contract), Garuda, Michelin.

McCann-Erickson Advertising (Australia), Sydney, reports gross income of \$10,296,000 on billings of \$68,675,000 for 1979, compared with gross income of \$9,174,000 on billings of \$61,199,000 for 1978. (In local currency, gross income was A\$9,112,000 on billings of A\$60,777,000 in 1979, compared with gross income of A\$8,119,000



"Make it a Fourex, Mate!"

This rugged fisherman is typical of the real Queenslanders who people a 60-second tv spot produced by McCann-Erickson Advertising, Brisbane, for new 1979 client Castlemaine Perkin's Fourex beer.

AUSTRALIA

on billings of A\$54,154,000 in 1978.) Employees: 265. Accounts gained: Castlemaire Perkins beer, Levi Strauss, Mark Poy's fashion store, New Limited, Quaker pet foods and puff pastry, United Permanent Building Society. New assignments: Gilbey's gin and Dubonnet, Johnson & Johnson disposable diapers, Marrickville (ETA peanut butter), Nestle Crunch. Agency account lost: Citicorp.

M.C.R.-Compton, Melbourne, reports gross income of \$2,158,620 on billings of \$10,281,113 for 1979, compared with gross income of \$2,045,850 on billings of \$9,446,200 for 1978. (In local currency, gross income was A\$1,910,284 on billings of A\$9,098,329 in 1979, compared with gross income of A\$1,810,487 on billings of A\$8,359,496 in 1978.) Media breakdown: Radio 2.04%; tv 78.45%; outdoor 0.9%; print 18.61%. Employees: 28.

Monahan Dayman Adams (Holdings), Melbourne, reports gross income of \$7,175,000 on billings of \$43,053,000 for 1979, compared with gross income of \$4,068,000 on billings of \$21,696,118 for 1978. (In local currency, gross income was A\$6,350,000 on billings of A\$38,100,000 in 1979, compared with gross income of A\$3,600,020 on billings of A\$19,200,105 in 1978.) Media breakdown: Newspapers and magazines 26%; radio 11%; tv 40%; outdoor, cinema and production 23%. Employees: 153. Accounts gained: HMV, Cinzano, New Zealand newspapers, TV New Zealand, Akai, Christian Dior, Charles Jordan, Roche. Accounts lost: Austarama Television (ATV 0), Malleys.

USP Needham Australia Group, Sydney/Melbourne, reports gross income of \$9,040,000 on billings of \$59,099,000 for 1979, compared with gross income of \$7,458,000 on billings of \$50,880,623 for 1978. (In local currency, gross income was A\$8,000,000 on billings of A\$52,300,000 in 1979, compared with gross income of A\$6,600,000 on billings of A\$45,027,100 in 1978.) Media breakdown: Newspapers and magazines and supplements 25%; radio 5%; tv 58%; cinema 2%; nonmedia 10%. Employees: 209. Accounts gained: Seagrams, Sun Electric, Melbourne Transit Authority, Cadbury Schweppes (drink division). Account lost: Budget Rent A Car.

N.T.G. Advertising, Melbourne, reports gross income of \$673,111 on billings of \$4,108,990 for 1979, compared with gross income of \$563,670 on billings of \$4,013,531 for 1978. (In local currency, gross income was A\$595,673 on billings of A\$3,636,274 in 1979, compared with gross income of A\$498,823 on billings of A\$3,551,797 in 1978.) Media breakdown: Newspapers 30%; magazines 12%; radio 2%; tv 32%; business press 2%. Employees: 16. Accounts gained: A.W. Allen (Soothers), Byrneside Laboratories (Biocol), Neton Products (Wondersoap). Account lost: Stegbar Windowalls.

Ogilvy & Mather (Australia), Melbourne, reports gross income of \$7,789,135 on billings of \$51,953,532 for 1979, compared with gross income of \$6,417,329 on billings of \$42,770,500 for 1978. (In local currency, gross income was A\$6,893,040 on billings of A\$45,976,577 in 1979, compared with gross income of A\$5,679,053 on billings of A\$37,850,000 in 1978.) Media breakdown: Newspapers

22%; magazines 8%; supplements 1%; radio 8%; tv 55%; outdoor 1%; business press 3%; farm press 1%; point of sale 1%. Employees: 225. Accounts gained: Australian Apple & Pear Corp., Toyworld, World Trade Centre, Hooker Centenary, Bovis Homes, Makita power tools, Scott Bonnar, Allied grocery products, Pasta Foods, West Coast foods, Sunday Independent, Jacqueline Eve, Legal & General Insurance, R.E.S.I. Building Society, Wayne Hill Holden, Blunts Homes, Sussan's, TWA, Buckley & Nunn, Portmans, Bega Co-op Society, Alex Harvey Industries, Ausminco, Hooker Rex, W.A. Chrysler Dealers, Seventh Day Adventist Church, Pieroth, Chem-mart, Oberoi, Bond Corp., Catering Packs of Australia/Consolidated Rutile. Accounts lost: Clive Peeters, Mistral, Parmelia, Errol Stewarts, Bristol Myers, Bata, Simpson Pope, Dunlopillo, Jacqueline Eve, Edwards Business Machines, Wayne Hill Holden, Fowler Robur, Cadbury Schweppes.

George Patterson, Sydney, reports gross income in excess of \$19,200,000 on billings in excess of \$130,000,000 for 1979, compared with gross income in excess of \$15,800,000 on billings in excess of \$113,000,000 for 1978. (In local currency, gross income was in excess of A\$17,000,000 on billings in excess of A\$115,000,000 in 1979, compared with gross income in excess of A\$14,000,000 on billings in excess of A\$100,000,000 in 1978.) Employees: 430. Accounts gained: Ward Corp., Fox-Columbia Pictures, Hoyts Theaters, Kentucky Fried Chicken, Nelson & Co., Computer Sciences of Australia, Andronicus Coffee, Australian Soccer Pools, Thomas Cook, Hertz Rent-a-Car, Telecom Australia, Boral Insulwool, Golden Casket art union. Account lost: Cadbury.

Quinlan Malanot Stott, Sydney, reports gross income of \$1,186,500 on billings of \$7,345,000 for 1979, compared with gross income of \$1,073,500 on billings of \$6,644,400 for 1978. (In local currency, gross income was A\$1,050,000 on billings of A\$6,500,000 in 1979, compared with gross income of A\$950,000 on billings of A\$5,880,000 in 1978.) Media breakdown: Newspapers 15%; magazines 39%; radio 5%; tv 25%; outdoor 2%; business press 10%; transit adv. 1%; farm press 3%. Employees: 32. Accounts gained: Cue Design, National & General Insurance, Scotts Detergents, Brambles Indust. Accounts lost: Kaiser Stuhl wines, ETA foods.

Rose Boon Lorrigan, Perth, in association with Compton, reports gross income of \$245,327 on billings of \$1,515,458 for 1979, compared with gross income of \$236,709 on billings of \$1,425,292 for 1978. (In local currency, gross income was A\$217,104 on billings of A\$1,341,113 in 1979, compared with gross income of A\$209,477 on billings of A\$1,261,321 in 1978.) Media breakdown: Newspapers 62%; radio 13%; tv 24%; cinema 1%. Employees: 21. Accounts gained: Peters Group of Cos.—corporate, Peters Ice Cream & Foods Div., Donald J. Chipper, Rosendorff Jewelers, Bedford furniture, Discreet Limousines, Detroit Engine & Turbine Co. Accounts lost: Domestic Appliances, West Australian Trotting Assn., Metro Motors, Trifid Cellars, House of Ceramics, Bedford Furniture, Radio 6PR (Western Broadcasters), Ray Sorrell Motors.

Scali, McCabe, Sloves (Australia), Melbourne, reports gross income of \$770,901 on billings of \$5,141,910 for 1979, compared with gross income of \$493,287 on billings of \$3,290,223 for 1978. (In local

currency, gross income was A\$682,213 on billings of A\$4,550,361 in 1979, compared with gross income of A\$436,537 on billings of A\$2,911,702 in 1978.) Media breakdown: Radio 1%; tv 50%; press 49%. Employees: 22. Accounts gained: Hertz, D&J Fowler, Steggles, Bayer, C.E. Crane, Photimport. Accounts lost: Tooths, Cyclax, Upala.

Schofield Sherbon Baker, Sydney, reports gross income of \$2,175,250 on billings of \$12,430,000 for 1979, compared with gross income of \$1,582,000 on billings of \$9,040,000 for 1978. (In local currency, gross income was A\$1,925,000 on billings of A\$11,000,000 in 1979, compared with gross income of A\$1,400,000 on billings of A\$8,000,000 in 1978.) Media breakdown: Newspapers 18%; magazines 6%; supplements 1%; radio 14%; tv 48%; outdoor 2%; business press 2%; transit advertising 2%; point of sale 2%; cinema 4%; farm press 1%. Employees: 40. Accounts gained: Fabergé Australia, Economics Laboratory, Associated Midland Group. Account lost: Rheem Australia.

J. Walter Thompson, (Australia), Sydney, reports gross income of \$7,334,000 on billings of \$46,202,000 for 1979, compared with gross income of \$6,388,000 on billings of \$40,244,000 for 1978. (In local currency, gross income was A\$6,490,000 on billings of A\$40,887,000 in 1979, compared with gross income of A\$5,653,000 on billings of A\$35,614,000 in 1978.) Media breakdown: Newspapers 12.8%; magazines 14.2%; radio 11.7%; tv 56.1%; outdoor 1.8%; business press 3.2%; cinema 0.2%. Employees: 182. Accounts gained: Rowntree Hoadley, Dunlop Slazenger, Bridgestone tires, Bowater-Scoot. Accounts lost: Gillette, Sunoroid, Air Niugini.

Young & Rubicam, Sydney, reports gross income of \$4,862,000 on billings of \$32,429,000 for 1979, compared with gross income of \$4,118,000 on billings of \$27,467,000 for 1978. (In local currency, gross income was A\$4,302,000 on billings of A\$28,699,665 in 1979, compared with gross income of A\$3,644,000 on billings of A\$24,308,295 in 1978.) Y&R does not publish billings figures. All figures are AA estimates. Media breakdown: Newspapers 24%; magazines 8%; radio 9%; tv 48%; outdoor 1%; business press 10%. Employees: 127. Accounts gained: Australian bacon, Bradmill, CBS Record Club, Dupont Grolier, Malley's Norgine, Seagrams, Simpson Pope, Syntex, 3DB Broadcasting. Accounts lost: Avis, Heine Bros., Hoversport, Smith Kline & French, Yves Rocher.

AUSTRIA

The same 1979 rate of .0774 dollars to the Austrian schilling was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 9% appreciation of the schilling against the dollar based on schilling's 1978 exchange rate of .071.

Campbell-Ewald Werbeagentur, Vienna, reports gross income of \$428,000 on billings of \$2,855,000 for 1979, compared with gross income of \$478,000 on billings of \$3,189,000 for 1978. (In local currency, gross income was Sch 5,535,000 on billings of Sch 36,919,000 in 1979, compared with gross income of Sch 6,178,000 on billings of Sch 41,207,000 in 1978.) Employees: 12. Account gained: Herzmansky department stores. New assignment: Dr. Schieffer health products.

D'Arcy-MacManus & Masius, Vienna, reports gross income of \$1,323,000 on billings of \$8,282,000

for 1979, compared with gross income of \$1,052,000 on billings of \$6,501,000 for 1978. (In local currency, gross income was Sch 17,086,000 on billings of Sch 107,000,000 in 1979, compared with gross income of Sch 13,587,000 on billings of Sch 84,000,000 in 1978.) Media breakdown: Newspapers 21%; magazines 5%; radio 9%; tv 62%; outdoor 3%. Employees: 20.

Demner & Merlicek, Vienna, reports gross income of \$936,540 on billings of \$6,347,000 for 1979, compared with gross income of \$708,210 on billings of \$4,798,800 for 1978. (In local currency, gross income was Sch 12,100,000 on billings of Sch 82,000,000 in 1979, compared with gross income of Sch 9,150,000 on billings of Sch 62,000,000 in 1978.) Media breakdown: Newspapers 43%; magazines 27%; supplements 1%; radio 4%; tv 16%; outdoor 8%; cinema 1%. Employees: 13. Accounts gained: Kurier newspaper, ORF (Austrian Broadcasting Authority).

Dorland Werbeagentur, Vienna, reports gross income of \$967,500 on billings of \$6,447,420 for 1979, compared with gross income of \$843,660 on billings of \$4,756,230 for 1978. (In local currency, gross income was Sch 12,500,000 on billings of Sch 83,300,000 in 1979, compared with gross income of Sch 10,900,000 on billings of Sch 61,450,000 in 1978.) Media breakdown: Newspapers 42%; magazines 19%; supplements 1%; radio 7%; tv 19%; outdoor 11%; business press 1%. Employees: 10. Accounts gained: Johnson's Baby Care, Hewlett-Packard—job recruitment.

GKK Wien Werbeagentur, Vienna, reports gross income of \$1,509,000 on billings of \$10,062,000 for 1979, compared with gross income of \$1,254,000 on billings of \$8,359,000 for 1978. (In local currency, gross income was Sch 19,500,000 on billings of Sch 130,000,000 in 1979, compared with gross income of Sch 16,200,000 on billings of Sch 108,000,000 in 1978.) Media breakdown: Newspapers 14%; magazines 6%; radio 9%; tv 35%; outdoor 30%; point of sale 6%. Employees: 23. Accounts gained: Wuestenrot, Bausparkasse, Moebelgemeinschaft, Fotogemeinschaft.

Gramm & Grey, Vienna, reports gross income of \$668,736 on billings of \$5,572,800 for 1979, compared with gross income of \$631,584 on billings of \$5,263,200 for 1978. (In local currency, gross income was Sch 8,640,000 on billings of Sch 72,000,000 in 1979, compared with gross income of Sch 8,160,000 on billings of Sch 68,000,000 in 1978.) Media breakdown: Newspapers 18%; magazines 4%; radio 8%; tv 54%; outdoor 9%; business press 1%; point of sale 6%. Employees: 16. Accounts gained: Kuoni Tour Operators, Gaskoks Coal Promotion Board. Account lost: Roemerquelle.

Ernst Haupt-Stummer Werbeagentur, Vienna, reports gross income of \$1,040,000 on billings of \$9,710,000 for 1979, compared with gross income of \$797,000 on billings of \$7,800,900 for 1978. (In local currency, gross income was Sch 13,500,000 on billings of Sch 125,500,000 in 1979, compared with gross income of Sch 10,300,000 on billings of Sch 100,800,000 in 1978.) Media breakdown: Newspapers 30%; magazines 15%; supplements 10%; radio 5%; tv 15%; outdoor 5%; business press 5%; point of sale 10%; others 5%. Employees: 24. Accounts gained: Tempo paper handkerchiefs, Moltex diapers, Semperit AG tires—corporate, Bionorm weight loss pills, Hoelzel

printing press, Montana travel agency & airline, Palmers underwear, Ponau stationery, Synthesa colors, Bundeslaender insurance. Account lost: Kirstein Blockmalz—candy.

IMAA/Werbeagentur Erwin Muehlboeck, Linz, reports gross income of \$399,384 on billings of \$2,662,560 for 1979, compared with gross income of \$371,520 on billings of \$2,476,800 for 1978. (In local currency, gross income was Sch 5,160,000 on billings of Sch 34,400,000 in 1979, compared with gross income of Sch 4,800,000 on billings of Sch 32,000,000 in 1978.) Media breakdown: Newspapers 25%; magazines 4%; radio 34%; outdoor 27%; business press 2%; point of sale 8%. Employees: 8. Accounts gained: Tourist Board of Linz, Husqvarna. Account lost: Epple Buxbaum.

Intermarco-Farner Werbeagentur, Vienna, reports gross income of \$724,387 on billings of \$6,146,000 for 1979, compared with gross income of \$756,000 on billings of \$6,208,000 for 1978. (In local currency, gross income was Sch 9,359,000 on billings of Sch 79,405,000 in 1979, compared with gross income of Sch 9,765,000 on billings of Sch 80,211,000 in 1978.) Media breakdown: Newspapers 22%; magazines 8%; radio 14.5%; tv 52%; outdoor 2%; business press 1.5%. Employees: 25. Accounts gained: Bauer conveying equipment, Blaschke sweets, Eggochemia pharmaceuticals/cosmetics, Hauser geriatric products, Renault automobiles, Dr. Richter's tea, Sopree foam bath, Vespa scooters, Wersi electronic organs. Accounts lost: Austria Email, Bad Ischler special salts, Doro coffee, Schwartzhaupt/Medicator geriatric product, Tunisian Travel.

IMT Inter-Marketing Team, Vienna, reports gross income of \$78,948 on billings of \$1,792,584 for 1979, compared with gross income of \$50,310 on billings of \$1,470,600 for 1978. (In local currency, gross income was Sch 1,020,300 on billings of Sch 23,160,000 in 1979, compared with gross income of Sch 650,000 on billings of Sch 19,000,000 in 1978.) Media breakdown: Newspapers 45%; magazines 13%; radio 5%; tv 10%; business press 20%; point of sale 2%; direct mail 5%. Employees: 6. Accounts gained: Sparfonds (mutual funds), Savings Banks of Lower Austria, Government of Lower Austria.

Lintas Werbeagentur, Vienna, reports gross income of \$2,458,000 on billings of \$17,079,000 for 1979, compared with gross income of \$2,372,000 on billings of \$16,415,000 for 1978. (In local currency, gross income was Sch 31,763,000 on billings of Sch 220,665,000 in 1979, compared with gross income of Sch 30,649,000 on billings of Sch 212,080,000 in 1978.) Media breakdown: Newspapers 19%; radio 12%; tv 62%; other 7%. Employees: 41. Accounts gained: Niederösterreich, Versicherung, Austrian Post Office, Deinhard champagne, ATW-Hobby-Extra cigarettes, Carrefour supermarket, Ministry of Finance—Energy-Saving-Tax advantages, Semperdur prefabricated windows, Benco bread spread.

McCann-Erickson, Vienna, reports gross income of \$1,994,000 on billings of \$13,300,000 for 1979, compared with gross income of \$1,564,000 on billings of \$10,433,000 for 1978. (In local currency, gross income was Sch 25,758,000 on billings of Sch 171,806,000 in 1979, compared with gross income of Sch 20,209,000 on billings of Sch 134,794,000 in 1978.) Em-

AUSTRIA

ployes: 36. Accounts gained: Austrian Travel Bureau, Miele household appliances. New assignments: Coca-Cola (Mezzo Mix lemonade), Unilever (Eskimo-Iglo frozen pastry). Assignment lost: Bautrehand.

MMS-Werbeagentur, Linz, reports gross income of \$548,000 on billings of \$10,449,000 for 1979, compared with gross income of \$1,470,600 on billings of \$9,829,800 for 1978. (In local currency, gross income was Sch 20,000,000 on billings of Sch 135,000,000 in 1979, compared with gross income of Sch 19,000,000 on billings of Sch 127,000,000 in 1978.) Media breakdown: Newspapers 25%; magazines 5%; radio 10%; tv 30%; outdoor 10%; business press 2%; farm press 1%; point of sale 16.5%; cinema 0.5%. Accounts gained: Primo, Lee Cooper, OKA, Molto. Account lost: Hobby extra.

Ogilvy & Mather Wien, Vienna, reports gross income of \$1,262,000 on billings of \$8,413,000 for 1979, compared with gross income of \$1,223,000 on billings of \$8,158,000 for 1978. (In local currency, gross income was Sch 16,300,000 on billings of Sch 108,700,000 in 1979, compared with gross income of Sch 15,800,000 on billings of Sch 105,400,000 in 1978.) Media breakdown: Newspapers 17%; magazines 8%; radio 12%; tv 58%; outdoor 5%. Employees: 31. Accounts gained: Gillette, Korean Airlines, Rollei, TWA. Accounts lost: AKG, British Airways.

Die Sieber Werbungsgesellschaft, Vienna, reports gross income of \$812,700 on billings of \$10,450,000 for 1979, compared with gross income of \$843,660 on billings of \$10,680,000 for 1978. (In local currency, gross income was Sch 10,500,000 on billings of Sch 135,000,000 in 1979, compared with gross income of Sch 10,900,000 on billings of Sch 138,000,000 in 1978.) Media breakdown: Newspapers 30%; magazines 4%; radio 15%; tv 25%; outdoor 14%; business press 5%; transit advertising 5%; cinema 2%. Employees: 22. Accounts gained: Oesterreichische Brau Aktiengesellschaft (institutional), Brau AG, Zipfer Brewery, Wolvenine, John Deere Industrial, Kaindl hardware.

J. Walter Thompson, Vienna, reports gross income of \$1,744,054 on billings of \$11,627,000 for 1979, compared with gross income of \$1,742,661 on billings of \$11,618,000 for 1978. (In local currency, gross income was Sch 22,533,000 on billings of Sch 150,217,000 in 1979, compared with gross income of Sch 22,515,000 on billings of Sch 150,102,000 in 1978.) Media breakdown: Newspapers 19.2%; magazines 2.2%; radio 8.4%; tv 67.4%; outdoor 1%; business press 1.3%; transit advertising 0.5%. Employees: 43. Accounts gained: Denner, Solo, Moltex Combinette, Tourism Vorarlberg-Congress Center Bregenz, Almliesl. Accounts lost: Gillette, CBS.

Weinberger Werbehaus, Vienna, only reports billings of \$6,888,600 for 1979, compared with billings of \$6,656,400 for 1978. (In local currency, billings were Sch 89,000,000 in 1979, compared with billings of Sch 86,000,000 in 1978.) Employees: 20. Accounts gained: Rank Xerox, Ringhoffer-Alfa Romeo, Koerig/Schueco doors, windows, Gross-Liberto, NON newspaper, Kaufpark Alt-Erlaa supermarket, Accounts lost: Zentralmolkerei, Berghofer hardware, Novoform doors, windows.

Die Werbe Wien, Vienna, reports

gross income of \$766,260 on billings of \$6,199,740 for 1979, compared with gross income of \$835,920 on billings of \$6,447,420 for 1978. (In local currency, gross income was Sch 9,900,000 on billings of Sch 80,100,000 in 1979, compared with gross income of Sch 10,800,000 on billings of Sch 83,300,000 in 1978.) Media breakdown: Newspapers 31%; magazines 9%; radio 13%; tv 42%; outdoor advertising 5%. Employees: 21.

Werbetechnisches Studio, Vienna, part of DDB International, reports gross income of \$940,410 on billings of \$6,269,000 for 1979, compared with gross income of \$812,700 on billings of \$5,418,000 for 1978. (In local currency, gross income was Sch 12,150,000 on billings of Sch 81,000,000 in 1979, compared with gross income of Sch 10,500,000 on billings of Sch 70,000,000 in 1978.)

Werbegentur Wirz, Vienna, reports gross income of \$1,478,340 on billings of \$11,687,400 for 1979, compared with gross income of \$1,369,206 on billings of \$10,178,100 for 1978. (In local currency, gross income was Sch 19,100,000 on billings of Sch 151,000,000 in 1979, compared with gross income of Sch 17,690,000 on billings of Sch 131,500,000 in 1978.) Media breakdown: Newspapers 25%; magazines 10%; supplements 2%; radio 11%; tv 27%; outdoor 3%; business press 3%; transit advertising 1%; point of sale 9%; cinema 1%; sales promotion 5%; direct mail 3%. Employees: 15. Accounts gained: Semperit AG tires, Longines watches, Orient quartz watches, British Airways, Schwarzhaupt/Medicator, Tradelag Trading Verlag—publishing house, Bergin electrical tools. Account lost: TWA.

Young & Rubicam Gesellschaft, Vienna, reports gross income of \$1,006,000 on billings of \$6,710,000 for 1979, compared with gross income of \$1,076,000 on billings of \$7,177,000 for 1978. (In local currency, gross income was Sch 13,000,000 on billings of Sch 86,693,200 in 1979, compared with gross income of Sch 13,900,000 on billings of Sch 92,726,840 in 1978.) Y&R does not publish billings. Figures are AA estimates. Media breakdown: Newspapers 23%; radio 4%; tv 66%; outdoor 4%. Employees: 20. Accounts gained: Estee Lauder, Kaindl, Bunzl & Biach, Roesler, CBS, K-Tel Record, Pepsi-Cola.

BAHRAIN

The same 1979 rate of 2.61 dollars to the dinar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors in a 4% appreciation against the U.S. dollar based on the dinar's 1978 exchange rate of 2.5.

Fortune Promoseven, Bahrain, only reports billing of \$9,400,000 for 1979, compared to billings of \$7,500,000 for 1978. (In local currency, billings were BDinar3,600,200 in 1979, compared with billings of BDinar2,872,500 in 1978.) Media breakdown: Newspapers 20%; magazines 30%; radio 10%; tv 30%; outdoor 5%; cinema 5%. Employees: 75. Accounts gained: Ceylon tea, Shailank, Ramada Hotels, Philippine Airlines, Ajinomoto, Fuji watches. Account lost: Gulf Air.

BARBADOS

An exchange rate of 300 U.S. dollars to the B\$ was used to determine both 1978 and 1979 gross income and billings.

Corbin Compton (Barbados) Ltd., Bridgetown, reports gross income of \$207,227 on billings of

\$1,441,673 for 1979, compared with gross income of \$173,676 on billings of \$1,109,046 for 1978. (In local currency, gross income was B\$414,454 on billings of B\$2,883,346 in 1979, compared with gross income of B\$347,352 on billings of B\$2,403,579 in 1978.) Media breakdown: Newspapers 35%; magazines 5.8%; supplements 3.1%; radio 30.1%; tv 24.5%; outdoor 1%; transit advertising .6%; point of sale 4%; cinema 4%. Employees: 17. Accounts gained: Barbados Mills Ltd., Tropical Beverages Ltd., Trident Insurance Ltd.

BELGIUM

The same 1979 rate of .634311 dollars to the Belgian franc was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 7% appreciation of the B franc against the dollar based on B franc's 1978 exchange rate of .632.

Ted Bates, Brussels, reports gross income of \$1,678,000 on billings of \$11,405,000 for 1979, compared with gross income of \$1,476,000 on billings of \$9,827,000 for 1978. (In local currency, gross income was BF48,901,000 on billings of BF332,395,000 in 1979, compared with gross income of BF43,026,000 on billings of BF286,980,000 in 1978.) Media breakdown: Newspapers 23%; magazines 35%; tv 23%; outdoor 7%; business press 4%; other 8%. Employees: 37. Accounts gained: Bonduelle, Data General, Shulton-Old Spice, Royal Canadian Mint.

BBDO, Brussels, reports gross income of \$1,565,439 on billings of \$10,441,454 for 1979, compared with gross income of \$1,640,848 on billings of \$10,944,455 for 1978. (In local currency, gross income was BF45,625,000 on billings of BF304,318,000 in 1979, compared with gross income of BF47,822,795 on billings of BF318,978,043 in 1978.) Media breakdown: Newspapers 13.7%; magazines 32.7%; radio 0.5%; tv 5.5%; outdoor 14%; business press 3%; point of sale 26%; cinema 2.4%; free distributed press 2.2%. Employees: 34. Accounts gained: Cirio tomato sauces, Airwick deodorant, Gamma do-it-yourself stores, Peli furniture polish, Saupiquet, R. J. Reynolds tobacco. Accounts lost: IPPA savings bank, Audi cars.

Bellux, Brussels, only reports billings of \$4,666,296 for 1979, compared with billings of \$4,529,052 for 1978. (In local currency, billings were BF136,000,000 in 1979, compared with billings of BF132,000,000 in 1978.) Media breakdown: Newspapers, magazines, business press and farm press 62%; radio, cinema and tv 9%; outdoor 6.5%; production, edition, point of sale 20%; pr 2.5%. Employees: 18. Accounts gained: Usines Peters LaCroix-wall paper, Vredestein tires, Inter-Creditloans. Accounts lost: Pernod-Pastis 51 aperitif, Pere Dodu poultry.

Benton & Bowles, Brussels, reports gross income of \$5,260,734 on billings of \$35,089,098 for 1979, compared with gross income of \$4,838,640 on billings of \$32,373,729 for 1978. (In local currency, gross income was BF153,325,000 on billings of BF1,023 billion in 1979, compared with gross income of BF141,023,000 on billings of BF940,623,400 in 1978.) Media breakdown: Newspapers 12%; magazines 41%; tv 24%; outdoor 14%; business press 2%; cinema 1%; free distributed papers 6%. Employees: 98. Accounts gained: Hagemeyer, Carnation, Beka, Confort Center, Vieux Temps. Accounts lost: Chat Noir, Boost, Gen. Biscuits, R.C.M.

Leo Burnett, Brussels, reports



One of Europe's biggest ad outlays (\$12,500,000) during 1979 was the EEC's own pan-European promotion urging citizens of its member countries to vote June 10 in the first direct election ever held for the European Parliament.

gross income of \$674,000 on billings of \$4,495,000 for 1979, compared with gross income of \$538,000 on billings of \$3,590,000 for 1978. (In local currency, gross income was BF19,640,000 on billings of BF131,000,000 in 1979, compared with gross income of BF15,688,000 on billings of BF104,639,000 for 1978.) Employees: 7. Accounts gained: Haacht Brewery-Primus Pils, Midas car silencers, Sterling Winthrop-Shamporal cleaner, and Liso cleaner (carpet cleaner). Account lost: Trio-Kenwood hi-fi.

Columbia Advertising, Brussels, reports gross income of \$398,518 on billings of \$2,658,120 for 1979, compared with gross income of \$331,293 on billings of \$2,209,730 for 1978. (In local currency, gross income was BF11,614,904 on billings of BF77,471,410 in 1979, compared with gross income of BF9,655,620 on billings of BF64,402,985 in 1978.) Media breakdown: Newspapers 50%; magazines 32%; outdoor 14%; business press 2%; farm press 2%. Employees: 7.

D'Arcy-MacManus & Masius, Brussels, reports gross income of \$3,058,000 on billings of \$20,396,000 for 1979, compared with gross income of \$2,707,000 on billings of \$18,054,000 for 1978. (In local currency, gross income was BF89,121,000 on billings of BF594,437,000 in 1979, compared with gross income of BF78,887,000 on billings of BF526,176,000 in 1978.) Media breakdown: Newspapers 20%; magazines 40%; tv 28%; outdoor 7%; point of sale 4%; cinema 1%. Employees: 56. Accounts gained: Vandemoortele (Blanc de Boeuf-Roda), Gosset-St. Michel cigarettes, Chat Noir coffee, Credit-cash-personal loans, Trio Kenwood hi-fi, Yoplait dairy. Account lost: Toyota cars.

Dechy, Univas, Brussels, reports gross income of \$3,073,408 on billings of \$20,499,622 for 1979, compared with gross income of \$2,460,270 on billings of \$16,409,991 for 1978. (In local currency, gross income was BF89,575,000 on billings of BF597,465,000 in 1979, compared with gross income of BF71,705,000 on billings of BF478,272,000 in 1978.) Media breakdown: Newspapers 24%; magazines 45%; supplements 8%; tv 8%; outdoor 13%; business press 1%; cinema 1%. Employees: 58. Accounts gained: British Airways, Nashua, Maggi (Nestle). Account lost: Littlewoods.

Doyle Dane Bernbach, Brussels,

reports gross income of \$1,775,972 on billings of \$11,845,495 for 1979, compared with gross income of \$1,368,529 on billings of \$9,128,086 for 1978. (In local currency, gross income was BF51,760,998 on billings of BF345,239,000 in 1979, compared with gross income of BF39,886,000 on billings of BF266,039,620 in 1978.) Media breakdown: Newspapers 25%; magazines 40%; tv 20%; outdoor 15%. Employees: 28. Accounts gained: Audi cars, ITT Benelux (tv, radio, videocassettes, hi-fi), Knorr Mix, Nova Benelux, Teisseire fruit syrups.

Euro-Advertising, Brussels, reports gross income of \$850,000 on billings of \$4,700,000 for 1979, compared with gross income of \$768,000 on billings of \$3,840,000 for 1978. (In local currency, gross income was BF24,773,000 on billings of BF136,928,000 in 1979, compared with gross income of BF22,383,000 on billings of BF111,917,000 in 1978.)

GelderGriswold, Brussels, reports gross income of \$717,099 on billings of \$4,099,133 for 1979. (In local currency, gross income was BF20,900,000 on billings of BF132,700,000 in 1979.) Media breakdown: Newspapers 30%; magazines 25%; radio 3%; tv 8%; outdoor 16%; business press 2%; point of sale 4%; cinema 5%; promotions, pr. consultation 7%. Employees: 16. Accounts gained: Bell & Howell, UFO jeans, Braniff Airlines, Honda power equipment. Account lost: Eram shoes.

Grey Belgium, Brussels, reports gross income of \$1,959,000 on billings of \$13,072,000 for 1979, compared with gross income of \$943,000 on billings of \$6,279,000 for 1978. (In local currency, gross income was BF 57,100,000 on billings of BF 381,000,000 in 1979, compared with gross income of BF 27,500,000 on billings of BF 183,000,000 in 1978.) Name of the agency was changed from Dorland & Grey to Grey Belgium. Media breakdown: Newspapers 27%; magazines 26%; tv 19%; outdoor 5%; business press 4%; point of sale 11%; cinema 1%. Employees: 40. Accounts gained: Citroen automobiles, Corning Benelux-new product, Gillette-new assignment, Olympic Tombola-Belgian Inter-federal Olympic Committee. Accounts lost: General Biscuits Belgie, Du Perc stockings.

HHD Ogilvy & Mather, Brussels, reports gross income of \$4,834,481 on billings of \$20,860,200 for 1979, compared with gross income of \$3,869,138 on billings of \$19,629,800 for 1978. (In local currency, gross income was BF140,901,784 on billings of BF607,975,810 in 1979, compared with gross income of BF112,766,693 on billings of BF572,115,421 in 1978.) Employees: 82. Accounts gained: Smiths Food snacks and chips, L'Express, Bayer Owens Corning insulation, Artois brewery (new product), GB chain stores (special assignment), Scott hi-fi, International Factors, UEEB electrical utilities, Terrailon scales. Accounts lost: British Airways, Uniroyal tires, Pioneer hi-fi, Cantaret underwear, Sphinx bathroom products, Mariner outboard motors.

Impact-FCB, Brussels, reports gross income of \$1,874,366 on billings of \$12,502,022 for 1979, compared with gross income of \$1,509,026 on billings of \$10,065,205 for 1978. (In local currency, gross income was BF 54,628,725 on billings of BF 364,373,595 in 1979, compared with gross income of BF 43,980,831 on billings of BF 293,352,142 in 1978.) Media breakdown: Newspapers

BELGIUM

16%; magazines 68%; radio 4%; tv 3%; outdoor 8%; cinema 1%. Employees: 34. Accounts gained include Westland/Utrecht Projecta, Portas.

Intermarco-Farner, Brussels, reports gross income of \$1,993,000 on billings of \$13,296,000 for 1979, compared with gross income of \$1,736,000 on billings of \$11,580,000 for 1978. (In local currency, gross income was BF 58,100,000 on billings of BF 387,500,000 in 1979, compared with gross income of BF 50,600,000 on billings of BF 337,500,000 in 1978.) Media breakdown: Newspapers 21%; magazines 46%; tv 7%; outdoor 18%; point of sale 6%; cinema 2%. Employees: 42. Accounts gained: Belga cigarettes, Eurocard credit card, Frima frozen food, Grundig radio-tv-hi-fi, Polyfilla do-it-yourself aids. Account resigned by the agency: Bergasol sun products.

Lintas (Belgium), Brussels, reports gross income of \$5,318,000 on billings of \$35,887,000 for 1979, compared with gross income of \$4,748,000 on billings of \$32,302,000 for 1978. (In local currency, gross income was BF 155,000,000 on billings of BF 1,046 billion in 1979, compared with gross income of BF 138,400,000 on billings of BF 941,452,000 in 1978.) Media breakdown: Newspapers 22%; magazines 45%; tv 19%; outdoor 14%. Employees: 79. Accounts gained: Lipton, Nairn, Numinter, Marantz, British Meat, Molnycke Anatomic, Rowntree Chococris, Vinolia Harmony. Accounts lost: BAT, Artois.

LS&A, Brussels, part of Kenyon & Eckhardt Intl., reports gross income of \$353,918 for 1979, compared with gross income of \$373,132 on billings of \$2,488,792 for 1978. (In local currency, gross income was BF 10,315,000 in 1979, compared with gross income of BF 10,875,000 on billings of BF 72,536,250 in 1978.) Billings figures in dollars and Belgian francs for 1979 were not available.

LVH, Brussels, reports gross income of \$1,190,873 on billings of \$7,106,188 for 1979, compared with gross income of \$753,345 on billings of \$5,047,409 for 1978. (In local currency, gross income was BF 34,708,197 on billings of BF 207,111,085 in 1979, compared with gross income of BF 21,956,361 on billings of BF 147,107,619 in 1978.) Media breakdown: Newspapers 31%; magazines 36%; tv 6%; outdoor 12%; door to door 14%. Employees: 22. Accounts gained: BASF audio-visual, AKZO food division, Intec (Zwitsal baby care), Kortman and Schulte (Dobbelman detergent), Curver plastic household articles. Account lost: Atlas Copco.

Markcom, Brussels, reports gross income of \$692,396 on billings of \$3,497,000 for 1979, compared with gross income of \$566,132 on billings of \$2,779,191 for 1978. (In local currency, gross income was BF 20,180,000 on billings of BF 101,910,000 in 1979, compared with gross income of BF 16,500,000 on billings of BF 81,000,000 in 1978.) Media breakdown: Newspapers 8%; magazines 14%; tv 6%; outdoor 3%; business press 23%; point of sale 5%; print/literature 34%; direct mail/promotions 7%. Employees: 15. Accounts gained: European Economic Community, Fisher & Porter, ISOVER/Glacieries de Saint-Roch, Dunn & Hargitt Commodities. Account lost: Data General.

Marsteller International, Brussels, only reports gross income of

\$2,630,430 in 1979, compared with gross income of \$2,175,692. Employees: 48.

McCann-Erickson, Brussels, reports gross income of \$7,177,000 on billings of \$47,871,000 for 1979, compared with gross income of \$5,582,000 on billings of \$37,229,000 for 1978. (In local currency, gross income was BF 209,186,000 on billings of BF 1,325 billion in 1979, compared with gross income of BF 162,676,000 on billings of BF 1,085 billion in 1978.) Employees: 142. Accounts gained: Cast container services, Meli amusement park, Miele household appliances, Spanish Tourist Board, Philips lighting/video. New assignments: Artois Breweries-Stella Artois, Martini & Rossi-Rose. Accounts lost: Sony hi-fi, Zanussi household appliances—both accounts resigned.

Moussault ABH International, Antwerp, reports gross income of \$655,340 on billings of \$4,374,700 for 1979, compared with gross income of \$590,150 on billings of \$3,935,400 for 1978. (In local currency, gross income was BF 19,100,000 on billings of BF 127,500,000 in 1979, compared with gross income of BF 17,200,000 on billings of BF 114,700,000 in 1978.) Media breakdown: Newspapers 39%; magazines 30%; tv 9%; outdoor 14%; point of sale 8%. Employees: 13. Accounts gained: Hotel-plan tour operator, Uniroyal tires, Agfa-Gevaert (photocopier Gevafax). Account lost: Stimorol chewing gum.

Norman, Craig & Kummel, Brussels, reports gross income of \$1,248,700 on billings of \$8,327,280 for 1979, compared with gross income of \$1,222,329 on billings of \$8,148,863 for 1978. (In local currency, gross income was BF 36,393,000 on billings of BF 242,700,000 in 1979, compared with gross income of BF 35,625,000 on billings of BF 237,500,000 in 1978.) Media breakdown: Newspapers 17%; magazines 45%; tv 12%; outdoor 13%; point of sale 9%. Employees: 20. Accounts gained: Becopa centennial campaign, C.E.E. dairy products campaign, C.G.E.R.-National Savings Bank, International Chemical Co.-Magneis Bismuree (stomach pain-reliever), Melt depilatory, InterRent car rental, Much A.G.-Much Natural bran tablets, Spalt aspirin, P.B.S. paper binding systems, Peleman Saerens stationery, Schwarzkopf-Castalia bath foam, Taft fixateur-hair styling, Toning-hair toning, Vogue perfume-deodorant, Viba industrial tools. Account lost: J. G. Durand.

Partner, Brussels, reports gross income of \$839,110 on billings of \$5,596,845 for 1979, compared with gross income of \$738,389 on billings of \$4,925,056 for 1978. (In local currency, gross income was BF 24,456,000 on billings of BF 163,121,000 in 1979, compared with gross income of BF 21,520,480 on billings of BF 143,541,600 in 1978.) Media breakdown: Newspapers 42%; magazines 16%; tv 3%; outdoor 5%; technique 34%. Employees: 17.

Publiart, Brussels, reports gross income of \$926,397 on billings of \$6,175,980 for 1979, compared with gross income of \$823,464 on billings of \$5,661,315 for 1978. (In local currency, gross income was BF 27,000,000 on billings of BF 180,000,000 in 1979, compared with gross income of BF 24,000,000 on billings of BF 165,000,000 in 1978.) Media breakdown: Newspapers 14%; magazines 19%; supplements 1%; radio 4%; tv 12%; outdoor 8%; business press 1%; point of sale 10%; cinema 1%; other 30%. Employees: 20. Accounts gained: Baby-

cham, Stock Promotions Coca-Cola, Citroen, Iglo. Account lost: Zouki.

TBWA, Brussels, reports gross income of \$900,000 on billings of \$6,000,000 for 1979, compared with gross income of \$627,548 on billings of \$4,185,770 for 1978. (In local currency, gross income was BF 26,239,000 on billings of BF 174,926,800 in 1979, compared with gross income of BF 18,230,000 on billings of BF 121,995,000 in 1978.) Media breakdown: Newspapers 25%; magazines 58%; tv 5%; outdoor 8%; business press 3%; cinema 1%. Employees: 20. Accounts gained: Acec Silver, Belgian Government Energy Saving Commission, Proxyl, Cadbury-Schweppes, Singapore Airlines.

J. Walter Thompson Co., Brussels, reports gross income of \$3,490,904 on billings of \$26,246,336 for 1979, compared with gross income of \$3,000,154 on billings of \$21,108,847 for 1978. (In local currency, gross income was BF 101,743,000 on billings of BF 764,954,000 in 1979, compared with gross income of BF 87,440,000 on billings of BF 615,226,000 in 1978.) Media breakdown: Newspapers 28.4%; magazines 36.7%; tv 13.8%; outdoor 19.6%; cinema 1.5%. Employees: 58. Accounts gained: Alivar-Bertolini wines, Randstad-temporary staff, Jobe's International Spike, Smith Kline R.I.T., Clark gum, Cevron Eau. Accounts lost: Gillette, Polyfilla.

Trema Agab, Brussels, reports gross income of \$612,455 on billings of \$4,083,033 for 1979, compared with gross income of \$631,086 on billings of \$4,209,376 for 1978. (In local currency, gross income was BF 17,850,000 on billings of BF 119,000,000 in 1979, compared with gross income of BF 18,393,000 on billings of BF 122,683,000 in 1978.) Media breakdown: Newspapers 16%; magazines 36%; tv 1.5%; outdoor 9%; business press 9%; point of sale 9%; folders and posters 18.5%. Employees: 17. Accounts gained: Promotion for Belgian butter, Protadien pharmaceutical product. Account lost: Year of the Village 1978 (one-year campaign).

Troost Campbell-Ewald (Belgium), Brussels, reports gross income of \$3,229,000 on billings of \$21,537,000 for 1979, compared with gross income of \$2,924,000 on billings of \$19,503,000 for 1978. (In local currency, gross income was BF 94,113,000 on billings of BF 627,734,000 in 1979, compared with gross income of BF 85,218,000 on billings of BF 568,404,000 in 1978.) Employees: 52. Accounts gained: Philips hi-fi and audio, Zwan Frank (div. of Unilever), St. Roch Nederland, Theraem (Henkel), Zwan pates, Chassart (Martini), Cognac LaGrange (Martini), Electrolux, Board of Coffee, Philips razors, Sussholz Diamonds. Account lost: Alto, Laurens.

VDB/Compton, Brussels, reports gross income of \$629,391 on billings of \$4,195,938 for 1979, compared with gross income of \$455,500 on billings of \$3,036,665 for 1978. (In local currency, gross income was BF 18,343,700 on billings of BF 122,291,335 in 1979, compared with gross income of BF 13,275,620 on billings of BF 88,504,137 in 1978.) Media breakdown: Newspapers 20%; magazines 30%; tv 5%; outdoor 25%; business press 10%; farm press 3%; point of sale 7%. Employees: 12. Accounts gained: Williams & Humbert-Dry Sack sherry, DuPont de Nemours (car finishes, Bayer aspirin, Aspirin C, sweeteners, pet car products, and veterinary products).

Young & Rubicam, Brussels, reports gross income of \$3,634,000 on billings of \$24,239,000 for 1979, compared with gross income of \$3,568,000 on billings of \$23,799,000 for 1978. (In local currency, gross income was BF 105,927,000 on billings of BF 706,450,500 in 1979, compared with gross income of BF 104,015,000 on billings of BF 693,626,610 in 1978.) Y&R does not publish billings. Figures given in dollars and francs are AA estimates. Gross income figures include income from Cato Johnson Associates, Brussels. Media breakdown: Press 78%; radio and tv 14%; outdoor 2%; posters 6%. Employees: 68. Accounts gained: Esetit, Geo, Reader's Digest, Roularta, Herman Miller, Rank Xerox, Union Carbide, Phenix, Citizen, Fyffe Spiers, Adidas, Gervais Danone. Accounts lost: Sartha, Audio Club, Suchard.

BERMUDA

An exchange rate of 1 U.S. dollar to the B\$ was used to determine both 1978 and 1979 gross income and billings.

Advertising Associates-Compton, Hamilton, reports gross income of \$435,470 on billings of \$2,992,204 for 1979, compared with gross income of \$355,530 on billings of \$2,425,803 for 1978. Media breakdown: Newspapers 44%; magazines 5%; supplements 2%; radio 20%; tv 21%; tourist 8%. Employees: 19. Accounts gained: H & E Smith, Department of Community Affairs, Crown & Anchor restaurant, Sears. Accounts lost: Forth Thieves, Bermuda Forwarders.

BRAZIL

The same 1979 rate of .9422 dollars to the Brazil cruzeiro was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 26% depreciation of the cruzeiro against the dollar based on cruzeiro's 1978 exchange rate of .657.

Alcantara Machado, Periscinoto Comunicacoes, Sao Paulo, reports gross income of \$20,762,400 on billings of \$83,134,000 for 1979, compared with gross income of \$14,109,316 on billings of \$54,227,000 for 1978. (In local currency gross income was Cr\$492,000,000 on billings of Cr\$1.97 billion in 1979, compared with gross income of Cr\$334,344,000 on billings of Cr\$1.285 billion in 1978.) Media breakdown: Newspapers 10%; magazines 11%; radio 5%; tv 72%; outdoor 1%; cinema 1%. Employees: 443. Accounts gained: Olivebra S.A. Inc. e Com. de Oleos Vegetais, Braun do Brasil Produtos Electronicos Ltda.

Leo Burnett Co., Sao Paulo, reports gross income of \$1,810,000 on billings of \$12,075,000 for 1979, compared with gross income of



A succulent orange is the graphic element for posters touting the Packaging, Paper and Graphics Arts Trade Fair in Sao Paulo. Agency: Alcantara Machado, Periscinoto.

\$1,515,000 on billings of \$10,105,000 for 1978. (In local currency, gross income was Cr\$42,900,000 on billings of Cr\$286,143,000 in 1979, compared with gross income of Cr\$35,902,000 on billings of Cr\$239,466,000 in 1978.) Employees: 76.

Caio Domingues & Associados Publicidade, Rio de Janeiro, reports gross income of \$2,616,400 on billings of \$13,926,000 for 1979, compared with gross income of \$2,210,647 on billings of \$11,450,253 for 1978. (In local currency, gross income was Cr\$62,000,000 on billings of Cr\$330,000,000 in 1979, compared with gross income of Cr\$52,385,000 on billings of Cr\$271,333,000 in 1978.) Media breakdown: Newspapers 24%; magazines 16%; radio 6%; tv 46%; outdoor 1%; business press 3%; point of sale 3%; cinema 1%. Employees: 101. Accounts gained: Castrol lube oils, Merck Laboratories (proprietary prods.) Touring Club do Brasil, Amsterdam Sauer—jewelers, Beta watches, Erickson—telecommunication.

Castelo Branco e Associados Propaganda, Sao Paulo, reports gross income of \$5,570,400 on billings of \$26,164,000 for 1979, compared with gross income of \$2,285,341 on billings of \$12,744,400 for 1978. (In local currency, gross income was Cr\$132,000,000 on billings of Cr\$620,000,000 in 1979 compared with gross income of Cr\$54,155,000 on billings of Cr\$302,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 14%; radio 2%; tv 67%; outdoor 2%. Employees: 135. Accounts gained: Agfa, Bayer—veterinary, Hevea, Tapetes Bandeirantes, Oticas Brasil, Bolsa de Valores do Rio de Janeiro—stock market, Casa da Moeda—mint. Accounts lost: Gerber, Imobiliaria Queiroz, Calçados Clark.

Denison Propaganda, Sao Paulo, reports gross income of \$10,085,800 on billings of \$41,989,000 for 1979, compared with gross income of \$6,541,000 on billings of \$26,164,000 for 1978. (In local currency, gross income was Cr\$240,400,000 on billings of Cr\$993,461,000 in 1979, compared with gross income of Cr\$146,000,000 on billings of Cr\$590,990,000 in 1978.) Employees: 300.

DPZ-Duailibi, Petit, Zaragoza Propaganda, Sao Paulo, reports gross income of \$10,144,880 on billings of \$41,924,054 for 1979, compared with gross income of \$6,161,200 on billings of \$24,939,778 for 1978. (In local currency, gross income was Cr\$240,000,000 on billings of Cr\$993,461,000 in 1979, compared with gross income of Cr\$146,000,000 on billings of Cr\$590,990,000 in 1978.) Media breakdown: Newspapers 10%; magazines 17%; radio 10%; tv 60%; outdoor 1%; cinema 2%. Employees: 276. Accounts gained: Bombril steel pads, Club Mediterranee Brasil, Dow Chemicals, Johnson & Johnson new products, Telesp (telephone system of the state of Sao Paulo), Coca-Cola (Guarané Tati).

GFM/Propeg, Salvador, reports gross income of \$3,380,000 on billings of \$15,000,000 for 1979, compared with gross income of \$1,600,000 on billings of \$7,100,000 for 1978. (In local currency, gross income was Cr\$72,000,000 on billings of Cr\$354,000,000 in 1979, compared with gross income of Cr\$39,700,000 on billings of Cr\$177,000,000 in 1978.) Billings for GFM/Propeg are AA estimates.

GGK, Sao Paulo, reports gross income of \$700,000 on billings of \$4,684,000 for 1979, compared with

BRAZIL

gross income of \$430,000 on billings of \$2,870,000 for 1978. (In local currency, gross income was Cr\$16,600,000 on billings of Cr\$111,000,000 in 1979, compared with gross income of Cr\$10,200,000 on billings of Cr\$68,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 30%; outdoor 10%; business press 25%; point of sale 20%; Employees: 16. Accounts gained: Ancobras ceramics, Merck cosmetics, MSR jewelry. Accounts the agency lost: Fenicia, Milano, Veplan.

Lage, Stabel & Guerreiro, Sao Paulo, reports gross income of \$3,321,140 on billings of \$14,812,200 for 1979, compared with gross income of \$1,557,180 on billings of \$7,427,200 for 1978. (In local currency, gross income was Cr\$78,700,000 on billings of Cr\$35,000,000 in 1979, compared with gross income of Cr\$36,900,000 on billings of Cr\$176,000,000 in 1978.) Media breakdown: Newspapers 8%; magazines 31%; radio 3%; tv 52%; outdoor 6%. Employees: 62. Accounts gained: Mobil, Atlas Copco, Alpargatas, Fenicia Financeira, Casas Pernambucanas. Account which the agency lost in 1979: Sony.

McCann-Erickson Publicidade, Rio de Janeiro, reports gross income of \$12,378,000 on billings of \$82,561,000 for 1979, compared with gross income of \$8,169,000 on billings of \$54,490,000 for 1978. (In local currency, gross income was Cr\$293,310,000 on billings of Cr\$1,956 billion in 1979, compared with gross income of Cr\$193,587,000 on billings of Cr\$1,291 billion in 1978.) Employees: 405. Accounts gained: Fundicao Brasil white goods, Hermes Sweeteners (Assugrin), Isabella spaghetti, O Estado de Sao Paulo, Philip Morris (special project), Pozza furniture. New assignments: Martini-Asti Spumante, Nestle (new product), Unilever (new products).

MPM/Casabranca Propaganda, Sao Paulo, reports gross income of \$23,119,285 on billings of \$86,746,320 for 1979, compared with gross income of \$13,358,452 on billings of \$53,298,600 for 1978. (In local currency, gross income was Cr\$547,850,000 on billings of Cr\$2,056 billion in 1979, compared with gross income of Cr\$316,551,000 on billings of Cr\$1,263 billion in 1978.) Media breakdown: Newspapers 27%; magazines 10%; radio 10%; tv 51%; outdoor 1%; cinema 1%. Employees: 600. Accounts gained: CICA (Pure Cica), Promax-Bardahl, INCEPA, IAP, SESC, CPRM, CBPO, Light, Casas Sendas. Accounts lost: Leite Paulista, Vulcan.

Norton Publicidade, part of Univas, Sao Paulo, reports gross income of \$10,550,000 on billings of \$33,760,000 for 1979, compared with gross income of \$6,456,600 on billings of \$23,210,000 for 1978. (In local currency, gross income was Cr\$250,000,000 on billings of Cr\$800,000,000 in 1979, compared with gross income of Cr\$153,000,000 on billings of Cr\$550,000,000 in 1978.) Media breakdown: Newspapers 17%; magazines 11%; radio 6%; tv 54%; outdoor 2%; production 10%. Employees: 320. Accounts gained: Telerj—Sao Lourenco mineral water (Perrier group), L'Oreal. Account lost: BASF agrochemical division.

Proeme S.A. Publicidade, Sao Paulo, part of Campbell-Ewald International, reports gross income of \$4,012,000 on billings of \$26,760,000 for 1979, compared with gross income of \$2,010,000 on billings of \$13,405,000 for 1978. (In

local currency, gross income was Cr\$95,076,000 on billings of Cr\$634,157,000 in 1979, compared with gross income of Cr\$47,625,000 on billings of Cr\$317,659,000 in 1978.) Employees: 122. Accounts gained: Industrias Philips do Brasil-Philips Group Corporate Advertising, Intarco-Philips Group, electronic projects, Ibrape-Philips Group, electronic components, Telewatt Brasil-Philips Group, electronic components, Constanta-Philips Groups, electrical components, Abril S.A.—books, magazines, Arapua S.A.—books, magazines, Tupi TV Network-national TV network. New assignments: Philips do Brasil (home lighting division, professional, industrial, medical products/services divisions, sales promotion division), Beiersdorf (Nivea body lotion, Nivea Gel Douche, Limara deodorant perfume, "4711" fragrance range) Heublein do Brasil (Rosso & Nero aperitif, Espumoni

fizzling wine, four development projects) Purina Alimentos (Kanina dog meal; Papita dog meal) Cica Rose mayonnaise sauce, DuPont do Brasil Polidura paints, Perfumarias Phebo Desejo toiletry products range. Accounts terminated: Haspa Habitacao-savings bank, Textil Tabacow-rugs and carpets, Cargill-edible oil.

Salles/Inter-Americana de Publicidade, Sao Paulo, reports gross income of \$14,812,000 on billings of \$98,800,000 for 1979, compared with gross income of \$7,600,000 on billings of \$50,660,000 for 1978. (In local currency, gross income was Cr\$351,000,000 on billings of Cr\$2,341 billion in 1979, compared with gross income of Cr\$180,082,000 on billings of Cr\$1,201 billion in 1978.) Media breakdown: Newspapers 26%; magazines 10%; radio 10%; tv 52%; outdoor 2%. Employees: 433. Accounts gained:

Paoletti canned goods, Munck hydraulic equipment, Labo computers, Polygram records, TransBrasil airline, Colortel tv rental. Accounts lost: Helena Rubinstein, Pedro Domecq, Honeywell Bull.

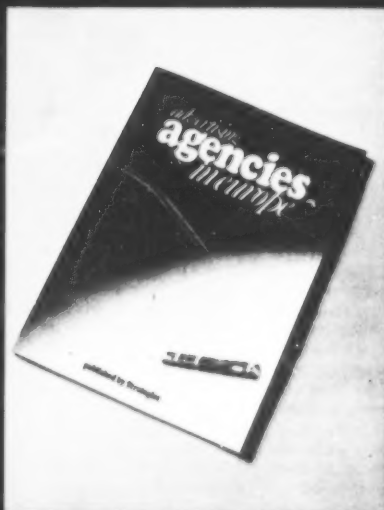
SGB Publicidade E. Promo-coes, Rio de Janeiro, reports gross income of \$4,885,000 on billings of \$21,120,000 for 1979, compared with gross income of \$3,391,000 on billings of \$13,991,000 for 1978. (In local currency, gross income was Cr\$115,778,000 on billings of Cr\$500,553,000 in 1979, compared with gross income of Cr\$80,361,000 on billings of Cr\$331,532,000 in 1978.) Media breakdown: Newspapers 48%; magazines 7%; radio 6%; tv 38%; outdoor 1%. Employees: 146. Accounts gained: Codimec, Banco Sabra, Unito K. Remington, Helebrys Helicopteros. Accounts lost: Cervejarias Reunidas Skol Cacacut Merck, Sharp & Dohme,

Safron Teigm.

SSC&B:Lintas, Sao Paulo, reports gross income of \$7,569,000 on billings of \$31,583,000 for 1979, compared with gross income of \$5,739,000 on billings of \$23,896,000 for 1978. (In local currency, gross income was Cr\$179,363,000 on billings of Cr\$748,421,000 in 1979, compared with gross income of Cr\$135,998,000 on billings of Cr\$566,262,000 in 1978.) Media breakdown: Newspapers 4%; magazines 14%; radio 5%; tv 76%; cinema 1%. Employees: 184. Accounts gained: Bacardi, Micro-lite, Celanese, ICI, Hiborn. Accounts lost: Arapua, Embrax, Seagrams.

Standard Ogilvy & Mather Publicidade, Sao Paulo, reports gross income of \$11,044,000 on billings of \$39,293,000 for 1979, compared with gross income of \$5,670,000 on billings of

«Agencies in Europe» The best guide to European advertising.



«Agencies in Europe» is a dossier. Compiled and published by Stratégies.

An annual, country by country review of the major advertising agencies on the European scene.

A complete country by country survey of the advertising market: its scope, volume, special characteristics, current trends.

A directory that every important agency will want to appear in. And which no serious agency would be without.

The «Agencies in Europe» Dossier. Stratégies, 15, square de Vergennes, 75015 Paris, France. Tel.: 828.10.13. Telex: Pubfran 202 003 F. Price: 130 FF postage not included.

BRAZIL

\$20,899,000 for 1978. (In local currency, gross income was Cr\$261,711,000 on billings of Cr\$931,106,000 in 1979, compared with gross income of Cr\$134,381,000 on billings of Cr\$495,235,000 in 1978.) Media breakdown: Newspapers 16%; magazines 15%; radio 10%; tv 58%; outdoor 1%. Employees: 337. Accounts gained: Philips, Coop, Vinicola Giribaldi, Moveis Cimo, Cervejaria Alterosa, Metalurgica Douat. Accounts lost: Warner-Lambert, CIA, Uniao de Seguros Glasse Brinqueos.

Tempo/FCB Publicidade, Sao Paulo, reports gross income of \$866,125 on billings of \$5,777,054 for 1979, compared with gross income of \$715,314 on billings of \$4,771,141 for 1978. (In local currency, gross income was Cr\$20,524,281 on billings of Cr\$136,896,954 in 1979, compared with gross income of Cr\$16,950,557 on billings of Cr\$113,060,215 in 1978.) Media breakdown: Newspapers 12%; magazines 20%; radio 8%; tv 58%; outdoor 1%; cinema 1%. Employees: 40. Accounts gained: Agrocere, Eli Lilly, Kitano, Laboratorios Anakol, Rhodia, Herta. Account lost: Bombril.

J. Walter Thompson Publicidade, Sao Paulo, reports gross income of \$10,805,858 on billings of \$72,075,077 for 1979, compared with gross income of \$7,299,756 on billings of \$48,689,347 for 1978. (In local currency, gross income was Cr\$256,063,000 on billings of Cr\$1,708 billion in 1979, compared with gross income of Cr\$172,980,000 on billings of Cr\$1,154 billion in 1978.) Media breakdown: Newspapers 4%; magazines 14%; radio 7%; tv 74%; outdoor 0.5%; cinema 0.5%. Employees: 301. Accounts gained: Sao Paulo: National do Brasil (part), Schick razors, Cargill Agricola, Rio de Janeiro: Tecnovenda Imoveis, Promega Empreendimentos Imobiliarios, Lojas Brasileiras, Consultan-Consultoria Administracao e Vendas de Imoveis, Industria e Comercio Quimetal. New assignments: 20 new product assignments from existing clients (Kodak, Adams, Heublein, Sao Paulo Alparagatas, Ford, Monsanto, Effem, Elida Gibbs). Accounts lost: Instituicoes financeiras Auxiliar, Cia. Internacional de Seguros, Souza Cruz.

Unidade Inter-Americana de Publicidade, Sao Paulo, reports gross income of \$2,907,580 on billings of \$11,647,200 for 1979, compared with gross income of \$1,333,520 on billings of \$6,752,000 for 1978. (In local currency, gross income was Cr\$68,900,000 on billings of Cr\$276,000,000 in 1979, compared with gross income of Cr\$31,600,021 on billings of Cr\$60,000,000 in 1978.) Media

breakdown: Newspapers 63%; radio 6%; tv 24%; outdoor 1%. Employees: 90. Accounts gained: Elanco, Elizabeth Arden, Hartmann & Braun, Tozan, Faber Castel, Myrurgia, Ricoh, Sony.

Young & Rubicam do Brasil, Sao Paulo, reports gross income of \$1,759,000 on billings of \$11,732,000 for 1979, compared with gross income of \$1,059,000 on billings of \$7,064,000 for 1978. (In local currency, gross income was Cr\$41,673,000 on billings of Cr\$278,010,000 in 1979, compared with gross income of Cr\$25,094,000 on billings of Cr\$167,393,000 in 1978.) Y&R does not publish billings figures. Billings are AA estimates. Media breakdown: Newspapers 3%; magazines 15%; tv 80%; outdoor 2%. Employees: 53. Accounts gained: Visconti, Agis, Klabin. Accounts lost: Celanese, Chrysler Corp.

BRITAIN

The same 1979 rate of 2.1343 dollars to the British pound was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out an 8% appreciation of the pound against the dollar based on the pound 1978 exchange rate of 1.976.

Abbott Mead Vickers/SMS Ltd., London, reports gross income of \$1,781,125 on billings of \$11,880,100 for 1979, compared with gross income of \$1,171,319 on billings of \$7,812,697 for 1978. (In local currency, gross income was £834,524 on billings of £5,566,275 in 1979, compared with gross income of £448,807 on billings of £3,660,543 in 1978.) Media breakdown: Newspapers and magazines 49%; radio and tv 12%; point of sale 16%; other 23%. Employees: 41. Accounts gained: Greens UK, Seagrams UK, Sainsbury retail, Sperry. Accounts lost: S. Austin (Leyton), Eagle, Time Out, Videomaster.

Allen Brady & Marsh, London, reports gross income of \$9,862,000 on billings of \$65,745,000 for 1979, compared with gross income of \$5,913,000 on billings of \$39,423,000 for 1978. (In local currency, gross income was £4,620,347 on billings of £30,801,532 in 1979, compared with gross income of £2,770,240 on billings of £18,469,675 in 1978.) Media breakdown: Press 49%; radio 3%; tv 47%; cinema/outdoor 1%. Accounts gained: British Rail, Wrigley's Spearmint, Domecq sherry, Midland Bank, Provincial Building Society, Taylor Wood, Harp Lager.

Charles Barker ABH International, London, reports gross income of \$23,236,750 on billings of \$154,324,028 for 1979, compared with gross income of \$14,700,000 on billings of \$95,000,000 for 1978. (In local currency, gross income was £10,887,293 on billings of £72,307,028 in 1979, compared with gross income of £6,900,000 on billings of £44,500,000 in 1978.) Media breakdown: Newspapers 55%; magazines 11%; supplements 3%; radio 1%; tv 16%; outdoor 3%; business press 7%; transit farm press 2%; point of sale 1%; cinema 1%. Employees: 536. Accounts gained: Manufacturers Hanover Group, Crown paints, Amoco, VG Stores, Outspan Bahamas Tourist Authority, Finish dishwasher detergent, Swedish Government wine and spirits, Sun Life of Canada, Britax, Rolls Royce Ltd., Granada Group, Dana Corp. Accounts lost: Midland Bank, Diamond Shamrock, Biba, Jacques Borel.

Ted Bates, London, reports gross income of \$10,041,882 on billings of \$73,309,897 for 1979, compared with gross income of \$9,448,083 on billings of \$69,522,462 for 1978. (In local cur-

rency, gross income was £4,705,000 on billings of £34,348,450 in 1979, compared with gross income of £4,426,783 on billings of £32,573,894 in 1978.) Media breakdown: Newspapers 24%; magazines 13%; supplements 3%; radio 1%; tv 56%; outdoor 2%; cinema 1%. Employees: 241. Accounts gained: Food & Wine from France, Melitta Bentz, White Horse Logans, Dactilo. Accounts lost: H.J. Green, Hertz, National Airlines, Southern Electricity, Warner Lauren.

BBDO Ltd., London, reports gross income of \$1,905,755 on billings of \$12,705,034 for 1979, compared with gross income of \$2,157,713 on billings of \$14,384,755 for 1978. (In local currency, gross income was £892,918 on billings of £5,952,787 in 1979, compared with gross income of £1,010,970 on billings of £6,739,800 in 1978.) Media breakdown: Radio 2%; tv 42%; outdoor 8%; press 48%. Employees: 46. Accounts gained: Air Lanka, Invicta Plastics, Mobil Oil, R.J. Reynolds. Account lost: Zanussi.

Benton & Bowles, London, reports gross income of \$8,324,000 on billings of \$55,492,000 for 1979, compared with gross income of \$7,513,000 on billings of \$50,114,000 for 1978. (In local currency, gross income was £3,900,000 on billings of £26,000,000 in 1979, compared with gross income of £3,520,000 on billings of £23,480,000 in 1978.) Media breakdown: Newspapers 29%; magazines 9%; supplements 1%; radio 1%; tv 54%; outdoor 2%; business press 1%; farm press 2%; cinema 1%. Employees: 246. Accounts gained: Diners Club, Digital, Bosch, Pfizer, Biactol. Accounts lost: Associated Biscuits, Lilia White, ITT, Brentford nylons.

BNRR Needham, London, reports gross income of \$1,760,798 on billings of \$11,738,650 for 1979, compared with gross income of \$1,184,537 on billings of \$7,896,910 for 1978. (In local currency, gross income was £825,000 on billings of £5,500,000 in 1979, compared with gross income of £555,000 on billings of £3,700,000 in 1978.) Media breakdown: Newspapers 9%; magazines 10%; radio 5%; tv 60%; outdoor 4%; business press 1%; point of sale 2%; cinema 9%. Employees: 39. Accounts gained: United Biscuits-Jaffa cakes, fruit shortcake, Jamaica ginger cake, Fruit 'n Spice-Cadbury Typhoo catering services, Bass Marketing Ltd. (Worthington Lite), Miss Selfridge Cafe Bar (UK), Austrian Wine Development Board.

Boase Massimi Pollitt Univas, London, reports gross income of \$6,083,000 on billings of \$40,552,000 for 1979, compared with gross income of \$4,638,000 on billings of \$32,657,000 for 1978. (In local currency, gross income was £2,850,000 on billings of £19,000,000 in 1979, compared with gross income of £2,173,000 on billings of £15,301,000 in 1978.) Media breakdown: Newspapers 20%; magazines 19%; radio 3%; tv 55%; outdoor 3%. Employees: 144. Accounts gained: Berlitz, Cussons, Eminence, Halfords, Jack Daniels, Mars,all Cavendish part works, Reckitt & Colman Household, Wilkinson Sword. Account lost: Renault.

Brunning Group Ltd., London, only reports billings of \$54,553,156 for 1979, compared with billings of \$43,560,341 for 1978. (In local currency, billings were £25,560,210 in 1979, compared with billings of £20,409,662 in 1978.) The Brunning Group includes one agency in London and seven regional ones. Employees: 416.

Euro-Advertising, London, reports gross income of \$1,940,000 on billings of \$14,080,000 for 1979, compared with gross income of \$1,590,600 on billings of \$11,440,000 for 1978. (In local currency, gross income was £908,963 on billings of £6,597,011 in 1979, compared with gross income of £745,256 on billings of £5,360,071 in 1978.) Employees: 51.

Michael Bungey DFS Ltd., London, part of DFS International, reports gross income of \$5,100,000 on billings of \$25,600,000 for 1979, compared with gross income of \$1,700,000 on billings of \$8,540,000 for 1978. (In local currency, gross income was £2,400,000 on billings of £12,000,000 in 1979, compared with gross income of £800,000 on billings of £4,000,000 in 1978.) Media breakdown: Newspapers 15%; radio 5%; tv 62%; outdoor 2%; production 11%; research/fees 5%. Employees: 60. Accounts gained: British Leyland Multipart, Mallory, Tudor crisps, Warner Lauren, Scottish & Newcastle Smith and Nephew. Account lost: Polycell.

Leo Burnett, London, reports gross income of \$9,969,000 on billings of \$66,496,000 for 1979, compared with gross income of \$8,339,000 on billings of \$55,620,000 for 1978. (In local currency, gross income was £4,671,000 on billings of £31,156,000 in 1979, compared with gross income of £3,907,000 on billings of £26,060,000 in 1978.) Employees: 230. Accounts gained: Midas Silencers, 7-UP, COI (radio buying), Amaretto di Saronno liqueur, Hunts Mixers. Account lost: Pakistan International Airlines.

Collett Dickenson Pearce & Partners, London, reports gross income of \$16,257,000 on billings of \$108,379,750 for 1979, compared with gross income of \$15,271,000 on billings of \$101,806,110 for 1978. (In local currency, gross income was £7,616,405 on billings of £50,780,000 in 1979, compared with gross income of £7,154,464 on billings of £47,700,000 in 1978.) Gross income figures for 1979 and 1978 are AA estimates. Employees: 267. Accounts gained: Fiat Strada, Gales Honey, Marshall-Cavendish, Whitebread-Trophy and Kaltenberg lager, Hertz, Vingressor, RHM BeRo flour, McDougalls Quick 'n Easy custard, Trehear Extra Strong mints, Dalgety project, Reckitt & Colman Mansion Choice. Accounts lost: Domecq sherry, Evening Standard, Daily Express, Ronson shavers, Formica, ICI Vymura, Reckitt & Colman central media buying.

Contract Advertising, London, reports gross income of \$1,113,795 on billings of \$7,417,874 for 1979, compared with gross income of \$712,722 on billings of \$4,746,725 for 1978. (In local currency, gross income was £521,855 on billings of £3,475,554 in 1979, compared with gross income of £333,937 on billings of £2,224,020 in 1978.) Media breakdown: Newspapers 40%; magazines and supplements 23%; radio 1%; tv 17%; outdoor 10%; trade & technical 9%. Employees: 27. Accounts gained: Lloyd's List, Municipal Mutual Insurance, Superdrug, Alcan rainwater systems. Accounts lost: Sperry, New Holland.

D'Arcy-MacManus & Masius, London, reports gross income of \$22,837,000 on billings of \$145,132,000 for 1979, compared with gross income of \$19,821,000 on billings of \$128,122,000 for 1978. (In local currency, gross income was £10,700,000 on billings of £68,000,000 in 1979, compared with gross income of £9,287,000 on billings of £60,030,000 in 1978.) Media breakdown: Newspapers and mag-

azines 50%; outdoor, cinema and radio 7%; tv 43%. Employees: 558. Accounts gained: Brooke Bond Oxo-Brazilian blend, Richardson-Merrell - Vicks VapoRub, Vicks Medinite, Reckitt & Colman - Harpic Bleachmatic, Harpic Jet, Steradent Deep Clean, Harpic WC Fresh, Harpic WC Blue, Steradent Brush-on, Scuff-Stuff, Shoe care products, James Robertson - Unican, DayLay eggs, Heritage Marketing - Snug Sack, RHM - Chesswood, Weetabix - Bran Fare (launch), Farmhouse Bran, Lyons Tetley - Tetley tea bags, Carnation hot chocolate mix, Detroit Diesel Allison. Accounts lost: Reckitt & Colman - Bonjela, Bathjoys, Dunlopillo, Richardson-Merrell - Ulay night cream, Ever-Ready (resigned), Glaxo, Combe (all brands), United Biscuits all brands (resigned), Mobil Oil - retail products only.

Davidson Pearce Berry and Spottiswoode, London, reports gross income of \$6,382,000 on billings of \$41,924,000 for 1979, compared with gross income of \$6,941,000 on billings of \$45,627,000 for 1978. (In local currency, gross income was £2,990,000 on billings of £19,643,000 in 1979, compared with gross income of £3,252,000 on billings of £21,378,000 in 1978.) Media breakdown: Newspapers, magazines, supplements, business press and farm press 41%; radio 3%; tv 55%; outdoor 1%. Employees: 160. Accounts gained: Anglo Continental Clock, Advertising Standards Authority, Multiple Sound Distributors (Warwick Records), The Observer, J.W. Thornton, Trans World Airlines, Tube Investments, Chesebrough-Pond's - Rave, Batchelors - Snapshots. Accounts lost: Brooke Bond - Dividend tea and Brazilian blend coffee, V.G.

Doyle Dane Bernbach, London, reports gross income of \$6,402,900 on billings of \$41,832,280 for 1979, compared with gross income of \$5,922,683 on billings of \$38,417,400 for 1978. (In local currency, gross income was £3,000,000 on billings of £19,600,000 in 1979, compared with gross income of £2,775,000 on billings of £18,000,000 in 1978.) Employees: 168. Accounts gained: De Beers, ITT, Maxwell, Trebor - new products, Polaroid-Middle East, Times Supplements, Formica (Cyanamid), Ladrokes cash betting, Booker McCannell Health Food. Accounts lost: K Shoes, Christian Aid (donant).

Euro-Advertising, London, reports gross income of \$1,940,000 on billings of \$14,080,000 for 1979, compared with gross income of \$1,590,600 on billings of \$11,440,000 for 1978. (In local currency, gross income was £908,963 on billings of £6,597,011 in 1979, compared with gross income of £745,256 on billings of £5,360,071 in 1978.) Employees: 51. Accounts gained: Asbach brandy, BBC publications, C&G building society, Dexion storage, Eumig cameras and projectors, Hasselblad cameras, Haymarket magazines and newspapers, Hilton hotels, Kiddicraft toys, Philippine Airlines, Shell parts and accessories, batteries, Shell shops, Forecourt promotions, Swissair, Tefal kitchen equipment, Thorn-Ericson telephones, VW-Audi.

Everetts, London, reports gross income of \$3,662,500 on billings of \$24,500,000 for 1979, compared with gross income of \$3,133,000 on billings of \$20,900,000 for 1978. (In local currency, gross income was £1,716,000 on billings of £11,500,000 in 1979, compared with gross income of £1,468,000 on billings of £9,800,000 in 1978.) Media breakdown: Newspapers 57%;

Born fim de semana.



"Have a nice weekend," proclaims this Brazilian ad for Johnson & Johnson's o.b. tampons. Agency: Dualibi, Petit, Zaragoza, Sao Paulo.

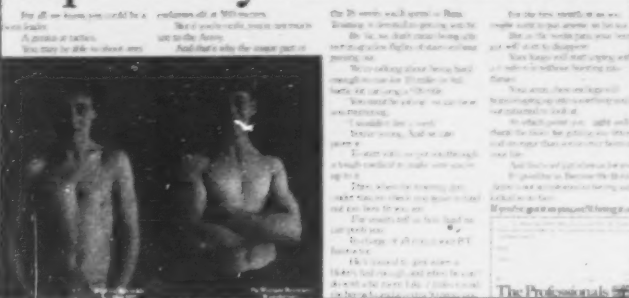
BRITAIN

magazines 10%; radio 2%; tv 30%; business press 1%. Employees: 110. Accounts gained: Cuprinol, Hoverlloyd, Bowater, McDougalls Catering, Penguin Books, Fisherman's Friend, House of Clarks, Sportsday, Rugby Portland cement, Pennbeauty Inc. Account lost: Alpine Dreamline Furniture.

Foote, Cone & Belding, London, reports gross income of \$9,946,463 on billings of \$66,342,909 for 1979, compared with gross income of \$8,872,893 on billings of \$59,182,197 for 1978. (In local currency, gross income was \$4,660,293 on billings of \$31,084,154 in 1979, compared with gross income of \$4,157,285 on billings of \$27,729,090 in 1978.) Media breakdown: Newspapers 25%; magazines 10%; supplements 2.9%; radio 5%; tv 46%; outdoor 8%; business press 2%; farm press 0.1%; cinema 1%. Employees: 267. Accounts gained: Leyland vehicles, Sterling Heath, Spanish Tourist Board, BAT, General Mills. Account lost: Associated Biscuits.

Foster Turner & Beason, London, reports gross income of \$697,869 on billings of \$4,313,536 for 1979, compared with gross income of \$634,316 on billings of \$3,956,038 for 1978. (In local currency, gross income was \$326,978 on billings of \$2,021,054 in 1979, compared with gross income of \$297,435 on billings of \$1,853,553 in 1978.) Media breakdown: Newspapers 70%; magazines 15%; business press 15%. Employees: 20. Accounts gained: Lloyds Bank, North West Securities, Prudential Assurance, British Electric Traction, LA Phi-

The 18 week Charles Atlas course as paid for by H.M. Government.



This K&E campaign challenges 18-23 year olds who are possibly bored with life and in dead-end jobs to shape up, a la Charles Atlas, by joining the British army where they can become fit enough to "run for 10 miles in full battle kit carrying a 9 lb. rifle."

latelics. Accounts lost: Bovis Contractors, Bremar Holdings.

Geers Gross, London, reports gross income of \$11,952,080 on billings of \$80,036,250 for 1979, compared with gross income of \$8,631,739 on billings of \$60,357,374 for 1978. (In local currency, gross income was \$5,600,000 on billings of \$37,500,000 in 1979, compared with gross income of \$4,044,295 on billings of \$28,279,705 in 1978.) Media breakdown: Newspapers 27%; magazines 9%; supplements 4%; radio 7%; tv 45%; outdoor 5%. Employees: 220. Accounts gained: St. Bruno's pipe tobacco, Lambert & Butler King size cigarettes, Rumbelow's Retail Shops, Lambert & Butler Special Mild, Zanussi appliances.

Gordon Proctor & Partners,

London, reports gross income of \$3,265,479 on billings of \$25,931,745 for 1979, compared with gross income of \$2,881,305 on billings of \$23,690,730 for 1978. (In local currency, gross income was \$1,530,000 on billings of \$12,150,000 in 1979, compared with gross income of \$1,350,000 on billings of \$11,100,000 in 1978.) Media breakdown: Newspapers 50%; magazines 15%; supplements 2%; radio 0.5%; tv 25.5%; outdoor 1%; business press 3%. Employees: 104. Accounts gained: Ms King-size cigarettes, Olav Ferry lines, Trusthouse Forte Hotel Group (part), Philips Audio, hi-fi, tape & cassette division. Accounts lost: Gelkirk Metalbestos, Int. Airline Passengers Assn., Bellair cosmetics (resigned).

Grey Advertising, London, reports gross income of \$4,588,745 on

billings of \$33,807,312 for 1979, compared with gross income of \$4,268,000 on billings of \$30,733,920 for 1978. (In local currency, gross income was \$2,150,000 on billings of \$15,840,000 in 1979, compared with gross income of \$2,000,000 on billings of \$14,400,000 in 1978.) Media breakdown: Newspapers 41%; radio 1%; tv 59%. Employees: 107. Accounts gained: Airwick, Carnation Foods, Cyprus Tourist Office, Ellerman's Sunlight Holidays, Birds Mell w Coffee (General Foods), Playtex Tampons. Accounts lost: Airfix toys, Novamura wallcoverings, Heron Motor Group, and Ladybird children's wear.

IMAA/Rex Steward & Associates, London, reports gross income of \$9,860,466 on billings of \$53,357,500 for 1979, compared with gross income of \$7,982,282 on billings of \$41,613,850 for 1978. (In local currency, gross income was \$4,620,000 on billings of \$25,000,000 in 1979, compared with gross income of \$3,740,000 on billings of \$19,500,000 in 1978.) Media breakdown: Newspapers 53%; magazines 10%; supplements 1%; radio 1%; tv 6%; outdoor 2%; business press 12%; transit advertising 3%; point of sale 11%; cinema 1%. Employees: 402. Accounts gained: Birmingham Area Health Authority - recruitment, British Airways - recruitment, British Home Stores - recruitment, Caverswall china, Hamilton brushes, Heritage theater, Manpower Services Commission (Scotland), Turkish Board of Tourism, Tyreservices (U.K.).

KMP Partnership, London, reports gross income of \$5,122,000 on billings of \$36,923,000 for 1979, compared with gross income of

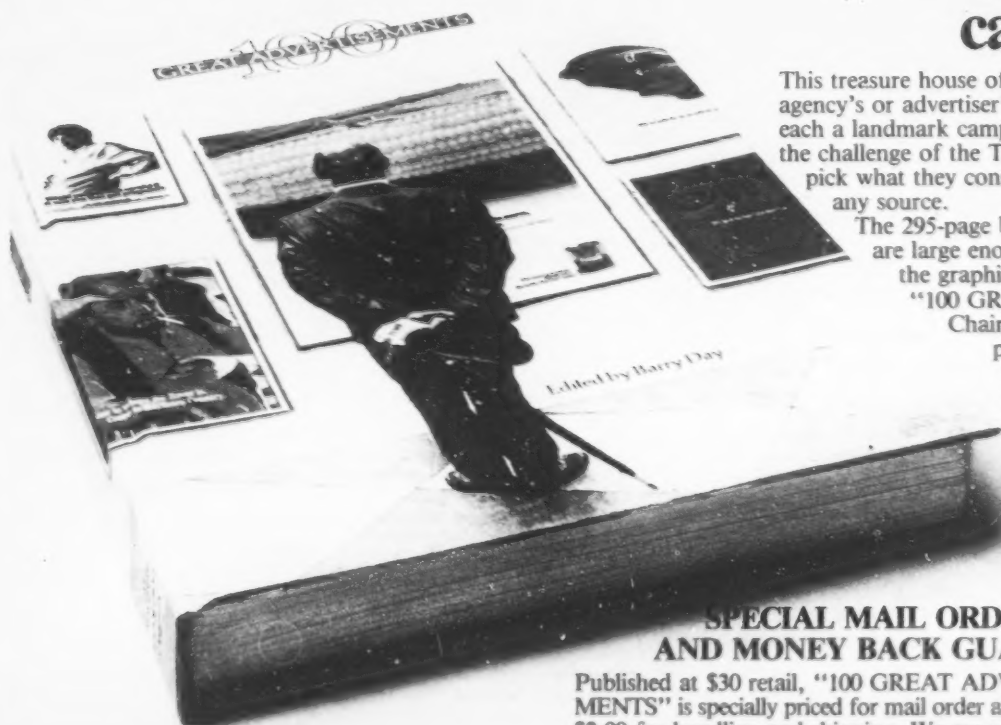
\$3,344,000 on billings of \$21,798,000 for 1978. (In local currency, gross income was \$2,400,000 on billings of \$17,300,000 in 1979, compared with gross income of \$1,567,000 on billings of \$10,213,000 in 1978.) Media breakdown: All press 23%; tv 54%; outdoor 23%. Employees: 92. Accounts gained: Gonzalez Byass Sherries, DFDS Danish Seaways, Goldenlay eggs, Carlsberg (Carlsen Late Beer), Radiation/Ascot.

Lintas, London, reports gross income of \$10,841,000 on billings of \$72,252,000 for 1979, compared with gross income of \$10,785,000 on billings of \$73,553,000 for 1978. (In local currency, gross income was \$5,080,000 on billings of \$33,856,000 in 1979, compared with gross income of \$5,053,000 on billings of \$34,462,000 in 1978.) Media breakdown: Newspapers 27%; radio 3%; tv 67%; outdoor 3%. Employees: 229. Accounts gained: Birds Eye Captain's pies, Elida Gibbs Impulse, Lever Bros Surf Automatic, J&B Intl. Royal Ages whisky, Polycell fillers & adhesives, Daily Telegraph, Juvena Exclusives, Wall's Italiano ice cream, Van den Bergh's Flora oil, Naim floors, Elida Gibbs - new launch.

LS&A Advertising, London, part of Kenyon & Eckhardt Intl., reports gross income of \$122,342 on billings of \$915,497 for 1979, compared with gross income of \$135,315 on billings of \$902,549 for 1978. (In local currency, gross income was \$57,322 on billings of \$428,945 in 1979, compared with gross income of \$63,400 on billings of \$422,878 in 1978.) Media breakdown: Newspapers 8%; magazines 15%; farm press 20%; radio 10%; outdoor 2%; business press 15%; transit advertising 25%; point

"Barry Day, with the help of his friendly competitors, has put together a marvelous collection of advertisements of the past quarter-century. Delightful to advertising people and rewarding to any student of human behavior, this book demonstrates the magic which is produced by the creative combination of art and science."

Leonard Matthews
President, AAAA



SPECIAL MAIL ORDER PRICE AND MONEY BACK GUARANTEE

Published at \$30 retail, "100 GREAT ADVERTISEMENTS" is specially priced for mail order at \$24.95, plus \$2.00 for handling and shipping. We are so sure you will want to keep this outstanding book as a permanent addition to your library that we offer a full money-back guarantee. Return it in 30 days if dissatisfied for any reason. Please complete and mail the coupon right away.

Cloth bound... 295 pages, scores of photos including 30 in full color... Luxurious 8 1/2" x 12" size... Money back guarantee.

100 GREAT ADVERTISEMENTS

Must reading if you call yourself creative...

This treasure house of a book belongs on every creative shelf and in every agency's or advertiser's library. Here are the 100 ads from 49 different agencies, each a landmark campaign, that changed the course of print advertising to meet the challenge of the TV age. In this book, nine great agency creative directors pick what they consider the most outstanding work of the last 25 years from any source.

The 295-page book is big (8 1/2" x 12") and pictorial. Ads (30 in full color) are large enough so that you can savor the copy and feel the impact of the graphics. Cloth bound, hard cover. Printed on fine art paper.

"100 GREAT ADVERTISEMENTS" is edited by Barry Day, Vice Chairman of McCann-Erickson International. The selections prove beyond doubt that great advertising concepts transcend international barriers and that a great ad is a great ad in any idiom. Along with their selections these top creative directors reveal their own advertising philosophies, insights, and eyewitness anecdotes surrounding the birth of some of the greatest campaigns on both sides of the Atlantic.

100 GREAT ADVERTISEMENTS, SUITE 1300
485 Lexington Avenue
New York, New York 10017

Please send me _____ copy(ies) of "100 GREAT ADVERTISEMENTS" AT \$24.95, plus \$2.00 each for handling and shipping. I understand there is a full money-back guarantee. (In New York, add applicable sales tax.) Enclosed is \$ _____

Name _____
Firm Name _____
Address _____
City _____
State _____ Zip _____

BRITAIN

of sale 5%. Employees: 5. Accounts gained: Lebanon Tourist Council, Tradewinds Airways. Account lost: Lincoln Property Services.

Marsteller, London, only reports gross income of \$4,868,648 for 1979, compared with gross income of \$2,600,000 for 1978. Employees: 169.

Mathers & Benson Advertising, London, reports gross income of \$1,864,926 on billings of \$11,135,247 for 1979, compared with gross income of \$1,148,565 on billings of \$7,178,291 for 1978. (In local currency, gross income was \$873,788 on billings of \$5,217,283 in 1979, compared with gross income of \$538,146 on billings of \$3,363,300 in 1978.) Media breakdown: Newspapers 83%; magazines 10%; radio 2%; business press 5%. Employees: 20. Accounts gained: North Eastern Gas, British Steel, Marks and Spencers, London Transport, JVC, Volvo, AGA welding, Jotel stoves. Accounts lost: Hardy Furnishers, Currys.

McCann Group, London, reports gross income of \$26,879,000 on billings of \$179,282,000 for 1979, compared with gross income of \$24,278,000 on billings of \$161,931,000 for 1978. (In local currency, gross income was \$12,594,000 on billings of \$84,002,000 in 1979, compared with gross income of \$11,375,000 on billings of \$75,871,000 in 1978.) Employees: 644. Accounts gained: Anglia Hastings Thanet Building Society, Curry's tv rental, Gillette (razors, blades), I.C.I. (Novamur, Vymura), Tesco Cartiers Foods (supermarkets). Account resigned: Lyons Tetley. InterTEAM gained the following accounts: Bulmers (cider), Miele (household appliances), Shulton (Old Spice toiletries), TIP (trucking). Universal McCann: A.I.T.C. (Investment Trust Assn.), Bache (stockbrokers), Cambridge Recruitment, Davy (engineering and construction/corporate), Haven Leisure (self-catering holidays), Nashua (office equipment/sales promotion). Accounts lost: Cologne 4711, Krups, Photomarkets.

McCormick Intermarco-Farner, London, part of the Publicis Intermarco-Farner European agency network, reports gross income of \$4,695,000 on billings of \$31,319,000 for 1979, compared with gross income of \$3,490,000 on billings of \$22,534,000 for 1978. (In local currency, gross income was \$2,200,000 on billings of \$14,674,000 in 1979, compared with

gross income of \$1,635,000 on billings of \$10,558,000 in 1978.) Media breakdown: Newspapers 22%; magazines 22%; supplements 6%; radio 3%; tv 42%; outdoor 3%; business press 1%; cinema 1%. Employees: 111. Accounts gained: Canadian Tourism, Tolly Cobbold & Camerons breweries, Gemini magazines, Elida Gibbs new products, Philip Morris, Chesterfield cigarettes, Plumrose meat products, Renault cars, Schwarzkopf hair care products, Selective Market-place mail order fashions, Sona electrical appliances. Accounts lost: Ashe Laboratories, Habitat, Leyland vehicles (resigned).

Medcalf, Wrightson, Lovelock, Kenyon & Eckhardt, London, reports gross income of \$2,165,602 on billings of \$14,969,980 for 1979, compared with gross income of \$2,950,040 on billings of \$19,821,521 for 1978. (In local currency, gross income was \$1,014,666 on billings of \$7,014,000 in 1979, compared with gross income of \$1,382,205 on billings of \$9,287,130 in 1978.) Media breakdown: Newspapers 22%; magazines 10%; supplements 1%; radio 2%; tv 61%; outdoor 3%; business press 1%. Employees: 57. Accounts gained: Chrysler International, Coty, Smith Food Group, Dryborough beer. Account lost: Ford truck.

Nicklin Advertising, London, only reports billings of \$13,500,000 for 1979, compared with billings of \$12,600,000 for 1978. (In local currency, billings were \$6,300,000 in 1979, compared with billings of \$5,900,000 in 1978.) Employees: 43. Accounts gained: Tippex, Beaumont Engineering, Management Agency & Music.

Noble Jacobs & Partners, London, only reports billings of \$11,354,476 for 1979, compared with billings of \$8,174,369 for 1978. (In local currency, billings were \$5,320,000 in 1979, compared with billings of \$3,830,000 in 1978.) Media breakdown: Newspapers 35%; magazines 15%; radio 10%; tv 25%; outdoor 2%; business press 5%; transit advertising 5%; point of sale 3%. Employees: 48. Accounts gained: Camping Club of the Mediterranean, Pegasus Holidays, Scandinavian Airlines System.

Norman, Craig & Kummel, London, reports gross income of \$3,489,600 on billings of \$23,275,000 for 1979, compared with gross income of \$3,160,900 on billings of \$21,076,000 for 1978. (In local currency, gross income was \$1,635,000 on billings of \$10,905,000 in 1979, compared with gross income of \$1,481,000 on bill-



"Le crunch" is the Wasey Campbell-Ewald-invented tagline for the French Golden Delicious apple, whose big sales figures in the U.K. were the basis for the "Buy British" campaign of which this ad is a part.

ings of \$9,875,000 in 1978.) Media breakdown: Newspapers 49%; magazines 18%; radio 1%; tv 30%; outdoor 1%; cinema 1%. Employees: 89. Accounts gained: Greenwood Kitchens, Slumberland, Vono, International Superstores, F.W. Woolworth Shoppers World, Saccone & Speed Retail, Guinness Retail Holdings, Dutch Potato Marketing Board, G.D. Searle Pharmaceuticals, GKN Autoparts International, Linfood Holdings, The Greater London Council, Sangers Group, Tesco Holdings, New Dimension, E. Fogarty & Co. Accounts lost: Schwarzkopf, Durand, Rumbelows.

Ogilvy Benson & Mather, London, reports gross income of \$15,864,083 on billings of \$103,555,258 for 1979, compared with gross income of \$15,662,863 on billings of \$102,308,801 for 1978. (In local currency, gross income was \$7,432,921 on billings of \$48,519,542 in 1979, compared with gross income of \$7,338,642 on billings of \$47,935,530 in 1978.) Media breakdown: Newspapers 37%; radio 2%; tv 56%; outdoor 4%; cinema 1%. Employees: 384. Accounts gained: J.V.C., Stafford Miller, Lyons Tetley, Mathews turkeys, John Barr. Accounts lost: British Airways, The Observer, Williams & Glyn's.

Ogilvy Benson & Mather (Scotland), Glasgow, reports gross income of \$851,684 on billings of \$5,320,586 for 1979, compared with gross income of \$603,057 on billings of \$3,728,266 for 1978. (In local currency, gross income was \$399,046 on billings of \$2,492,895 in 1979, compared with gross income of \$282,555 on billings of \$1,746,833 in 1978.) Media breakdown: Newspapers 51%; radio 4%; tv 41%; outdoor 4%. Employees: 26. Accounts gained: Welcome Inns, P&P coats.

Ogilvy & Mather Direct Response, London, reports gross income of \$615,474 on billings of \$4,044,827 for 1979. (In local currency, gross income was \$288,373 on billings of \$1,895,154 in 1979.) Employees: 29. Accounts gained: TWA, Scientific & Technical (mail order), Blue Chip Direct Marketing, Fortune magazine, Ford motors. Accounts lost: British Airways, Magic Inch pipe, Make Children Happy.

Saatchi & Saatchi Co., London, reports gross income of \$29,773,485 on billings of \$170,957,430 for 1979, compared with gross income of \$23,690,730 on billings of \$141,930,950 for 1978. (In local currency, gross income was \$13,950,000 on billings of \$80,100,000 in 1979, compared with gross income of \$11,100,000 on billings of \$66,500,000 in 1978.)

Employees: 744. Accounts gained: Dunlop Tires, Procter & Gamble Ariel, IBM Corporate, Schweppes-Slimline Shandy, Russchian Mixer, Campbells condensed soups, ICI Yorkers Menswear, Insurance Assn. Joint Research Council, Nestle new products, Smith & Nephew Hard as Nails, Image, LaBello, BP Oil Corporate, ITT Vitapointe, United Biscuits, Black & Decker Smoke Alarm, Rowntrees Bubbly Chunks, Rowntrees Splicer, Rowntrees Long Matchmakers, British Leyland 'Buy British'. Accounts lost: Telefonus, 7UP, Provincial Building Society, Teledata, Esso Home Heating.

TBWA, London, reports gross income of \$3,455,000 on billings of \$23,046,000 for 1979, compared with gross income of \$2,593,000 on billings of \$17,288,000 for 1978. (In local currency, gross income was \$1,619,000 on billings of \$10,798,000 in 1979, compared with gross income of \$1,215,000 on billings of \$8,100,000 in 1978.) Media breakdown: Newspapers 5%; magazines 41%; radio 2%; tv 50%; outdoor 2%. Employees: 62. Accounts gained: Cadbury Snack, Cadbury development, Cadbury-Schweppes Export, Kawasaki, Singapore Tourist Promotions Board, Tube Investments, New World. Accounts lost: Canadian Government Office of Tourism, Food and Wine from France, Vichy.

J. Walter Thompson Group, London, reports gross income of \$33,180,000 on billings of \$221,216,000 for 1979, compared with gross income of \$30,316,000 on billings of \$202,208,000 for 1978. (In local currency, gross income was \$15,546,000 on billings of \$103,648,000 in 1979, compared with gross income of \$14,204,000 on billings of \$94,742,000 in 1978.) Media breakdown: Newspapers 41%; radio 3%; tv 48%; outdoor 7%; cinema 1%. Employees: 954. Accounts gained: JWT: Associated Biscuits (Huntley & Palmers, Jacobs new product development), Rowntree Mackintosh (new product development), Golden Wonder (Country Crunch), Brooke Bond (Dividend tea), Yardley (men's ranges and skin care), The Bread Board, Warner-Lambert (Schick II razors), Remy Martin International, Corning, Lansdowne: Trusthouse Forte, Bejan (Trumps), Timberland boots, Accurist watches, Food magazine, Elida Gibbs - new product development, Deltekos: May & Baker, ICI, Janssen, Bausch & Lomb (RayPan), Nestle's (project), Pfizer, Lexington: TSS Trust Co., General Foods new product, RSJ Aviation, Burger King. Accounts lost: JWT: Gillette, UKF, Perstorp, BeRo, National Travel, Baxters, deBeers, Swag, Knorr, Lansdowne: Civil

Service Stores, Food Brokers, Gerber (product withdrawn).

Wasey Campbell-Ewald, London, reports gross income of \$10,995,000 on billings of \$73,336,000 for 1979, compared with gross income of \$9,683,000 on billings of \$64,588,000 for 1978. (In local currency, gross income was \$5,152,000 on billings of \$34,363,000 in 1979, compared with gross income of \$4,537,000 on billings of \$30,262,000 in 1978.) Employees: 278. Accounts gained: Life Savers (UK), Bubble Yum, Development product, Kleinworth Benson Merchant Bankers, Vichy (UK)-skincare products. New assignments: Coca-Cola-new products, Nestle-new products, Philips electrical-built-in kitchen appliances, L'Oreal-new hair care products and fragrances, Heublein-Vodka Europe. Accounts terminated: Pfizer-animal feeds, Chestertons-real estate, Tetra Pak-packaging, Thorn gas appliances-cookers, fires and water heaters.

Wells, Rich, Greene, London, reports gross income of \$11,311,790 on billings of \$75,767,650 for 1979, compared with gross income of \$10,884,930 on billings of \$72,566,200 for 1978. (In local currency, gross income was \$5,300,000 on billings of \$3,550,000 in 1979, compared with gross income of \$4,510,000 on billings of \$3,400,000 in 1978.) Employees: 15. Accounts gained: Braniff International, Chaumet. Account lost: Trans World Airlines.

David Williams & Ketchum, London, reports gross income of \$3,792,438 on billings of \$25,295,083 for 1979, compared with gross income of \$3,531,200 on billings of \$23,552,600 for 1978. (In local currency, gross income was \$1,776,900 on billings of \$11,851,700 in 1979, compared with gross income of \$1,654,500 on billings of \$11,035,300 in 1978.) Employees: 119. Accounts gained: British American Tobacco - additional brands, Ever Ready Co. (Great Britain), Skoda (Great Britain) cars. Accounts lost: Nairn wallcovers, Miele.

Young & Rubicam Holdings, London, reports gross income of \$16,242,000 on billings of \$108,334,000 for 1979, compared with gross income of \$14,874,000 on billings of \$99,210,000 for 1978. (In local currency, gross income was \$7,610,000 on billings of \$50,758,562 in 1979, compared with gross income of \$6,969,000 on billings of \$46,483,024 in 1978.) Y&R does not publish billings figures. These figures are AA estimates. Gross income includes figures from Grant Advertising and Wunderman International. Media breakdown: Newspapers 25%; magazines 7%; radio 1%; tv 59%; outdoor 7%; cinema 1%. Employees: 389. Accounts gained: Penel Stationery, Mirror Group Newspapers (Sunday Mirror), Clorox International, K Shoemakers, Milk Marketing Board, Buxted poultry, Cadbury Confectionery - Star Bar.

CANADA

The same 1979 rate of 80.04 U.S. dollars to the Canadian dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% depreciation of the C dollar against the U.S. dollar based on C dollar's 1978 exchange rate of 80.99.

Allard LeSiege, Montreal, reports gross income of \$1,075,000 on billings of \$7,157,000 for 1979, compared with gross income of \$757,000 on billings of \$5,048,000 for 1978. (In local currency, gross income was C\$1,250,000 on billings of C\$8,318,000 in 1979, compared



Pils' bizarre appeal

This haggard hag is part of a trade campaign to back up consumer tv for Pils beer featuring Donald Pleasence in a number of odd and bizarre situations. Agency: Kenyon & Eckhardt.

CANADA

with gross income of C\$880,000 on billings of C\$5,867,000 in 1978.) Media breakdown: Newspapers 17%; magazines 1%; radio 22%; tv 55%; outdoor 3%; transit advertising 1%; point of sale 1%. Employees: 30.

The BCP Group, Montreal, reports gross income of \$4,742,000 on billings of \$31,613,000 for 1979, compared with gross income of \$4,268,000 on billings of \$28,456,000 for 1978. (In local currency, gross income was C\$5,511,000 on billings of C\$36,742,000 in 1979, compared with gross income of C\$4,961,000 on billings of C\$33,073,000 in 1978.) Media breakdown: Newspaper 18%; magazines 15%; radio 22%; tv 36%; outdoor 7%; business press 1%; transit advertising 1%. Employees: 160. Accounts gained: Alcan, Lido, Ponderosa, Florsheim shoes, Leon's furniture.

Benton & Bowles, Toronto, reports gross income of \$714,811 on billings of \$5,017,336 for 1979, compared with gross income of \$712,032 on billings of \$5,619,000 for 1978. (In local currency, gross income was C\$830,790 on billings of C\$5,831,400 in 1979, compared with gross income of C\$827,550 on billings of C\$6,531,000 in 1978.) Media breakdown: Newspapers 6%; magazines 84%; radio 1%; tv 1%; 8%; Employees: 28. Accounts gained: Cadbury Schweppes, Powell Ltd. (Powell Div.), Banco do Brasil, AMF Canada, Henninger Beer, Crum & Forster, Accounts lost: F. Vetere Pizzeria (div. of Foodex), Philips (Magnavox).

Bradley-Vale Advertising, Toronto, reports gross income of \$256,000 on billings of \$1,710,000 for 1979, compared with gross income of \$212,000 on billings of \$1,817,000 for 1978. (In local currency, gross income was C\$298,000 on billings of C\$1,987,000 in 1979, compared with gross income of C\$246,000 on billings of C\$2,112,000 in 1978.) Media breakdown: Newspapers 3%; magazines 86%; radio 2%; tv 3%; transit advertising 1%; point of sale 1%. Employees: 7.

Leo Burnett, Toronto, reports gross income of \$3,983,000 on billings of \$26,565,000 for 1979, compared with gross income of \$3,376,000 on billings of \$22,519,000 for 1978. (In local currency, gross income was C\$4,629,000 on billings of C\$30,875,000 in 1979, compared with gross income of C\$3,924,000 on billings of C\$26,173,000 in 1978.) Employees: 117. Accounts gained: VISA, Mitchum-Thayer.

D'Arcy-MacManus & Masius, Toronto, reports gross income of \$904,000 on billings of \$6,031,000 for 1979, compared with gross income of \$804,000 on billings of \$5,363,000 for 1978. (In local currency, gross income was C\$1,051,000 on billings of C\$7,010,000 in 1979, compared with gross income of C\$935,000 on billings of C\$6,233,000 in 1978.) Media breakdown: Newspapers 14%; magazines 53%; radio 13%; tv 4%; outdoor 2%; point of sale 14%. Employees: 27. Account gained: Barclays Bank. Account lost: Truck Engineering.

Doyle Dane Bernbach-Canada, Toronto, reports gross income of \$1,238,000 on billings of \$8,554,000 for 1979, compared with gross income of \$1,304,000 on billings of \$7,989,000 for 1978. (In local currency, gross income was C\$1,438,000 on billings of C\$9,942,000 in 1979, compared with gross income of C\$1,400,000 on billings of C\$9,285,000 in 1978.) Media breakdown: Newspapers

9%; magazines 25%; radio 8%; tv 46%; outdoor 3%. Employees: 40. Account gained: O.M. Scott. Accounts lost: First Quebec Corp., Santana, Endress Geo, La Reserve.

Enterprise Advertising Associates, Toronto, a J. Walter Thompson subsidiary, reports gross income of \$875,887 on billings of \$5,837,000 for 1979, compared with gross income of \$674,553 on billings of \$4,497,000 for 1978. (In local currency, gross income was C\$1,018,000 on billings of C\$6,784,000 in 1979, compared with gross income of C\$784,000 on billings of C\$5,227,000 in 1978.) Media breakdown: Newspapers 5%; magazines 10%; radio 9%; tv 59%; point of sale 2%; production 15%. Employees: 11. Accounts gained: C&C Yachts Ltd., Ontario Blue Cross, Shopsy's Foods Ltd.

Foote, Cone & Belding Ltd., Toronto, reports gross income of \$1,745,000 on billings of \$11,640,000 for 1979, compared with gross income of \$1,354,000 on billings of \$9,033,000 for 1978. (In local currency, gross income was C\$2,028,000 on billings of C\$13,528,000 in 1979, compared with gross income of C\$1,574,000 on billings of C\$10,499,000 in 1978.) Media breakdown: Newspapers 2.4%; magazines 21.4%; supplements 1.6%; radio 11.4%; tv 52.2%; outdoor 3%; production 10.7%. Employees: 50. Accounts gained: CFTR Radio, CHFI Radio, British Airways, Paesano Restaurants.

Foster Advertising Ltd., Toronto, reports gross income of \$11,552,000 on billings of \$77,055,000 for 1979, compared with gross income of \$8,335,000 on billings of \$55,599,000 for 1978. (In local currency, gross income was C\$13,427,000 on billings of C\$89,558,000 in 1979, compared with gross income of C\$9,688,000 on billings of C\$64,620,000 in 1978.)

Grey Advertising, Montreal, reports gross income of \$2,970,000 on billings of \$22,240,000 for 1979, compared with gross income of \$2,784,000 on billings of \$19,657,000 for 1978. (In local currency, gross income was C\$3,452,000 on billings of C\$25,849,000 in 1979, compared with gross income of C\$3,236,000 on billings of C\$22,846,000 in 1978.) Media breakdown: Newspapers 6%; magazines 12%; radio 9%; tv 72%; outdoor 1%. Employees: 116. Accounts gained: Airwick of Canada, Ltd., Chesebrough-Pond's Ltd., Miracle Mart.

F.H. Hayhurst Co., Toronto, only reports gross income of \$9,292,000 for 1979, compared with gross income of \$8,991,000 for 1978. (In local currency, gross income was C\$10,800,000 in 1979, compared with gross income of C\$10,450,000 in 1978.) Media breakdown: Newspapers 10.5%; magazines 14%; radio 12.5%; tv 49%; outdoor 8%; business press 3%; transit advertising 3%. Employees: 237. Accounts gained: Algoma Steel Corp., Calendar Magazine, CHUM, Nickerson & Sons, Dept. of Industry, Trade & Commerce, C.B.S. Direct. Accounts lost: Butler Manufacturing Co., the Houghton Group.

Heggie, Norman, Craig & Kummel, Toronto, reports gross income of \$607,500 on billings of \$4,052,000 for 1979, compared with gross income of \$593,700 on billings of \$3,957,840 for 1978. (In local currency, gross income was C\$706,000 on billings of C\$4,709,000 in 1979, compared with gross income of C\$690,000 on billings of C\$4,600,000 in 1978.) Media breakdown: Newspapers 24%; magazines 25%; outdoor 1%; business press 50%. Employees: 18. Accounts gained: Bayly Engineering,

BW Mini Car Canada, Career Canada, City of Peterborough, G.T. Fulford, Rockwell International, Infra Pak Corp., Inn and Tennis Club at Manitou, Robin Hood Multifoods, Tocom Canada, Carl Zeiss Canada. Accounts lost: Curtis Products, Greey Mixing Equipment, Medishield Prods., Standard Aggregates.

Russell T. Kelley Inc., Hamilton, reports gross income of \$2,623,000 on billings of \$13,541,000 for 1979, compared with gross income of \$2,159,000 on billings of \$11,956,000 for 1978. (In local currency, gross income was C\$3,049,000 on billings of C\$15,738,000 in 1979, compared with gross income of C\$2,510,000 on billings of C\$13,896,000 in 1978.) Media breakdown: Newspapers 20.2%; magazines 5.2%; radio 42.1%; tv 8.7%; outdoor 4.3%; business press 15.6%; Yellow Pages 3.9%. Employees: 90. Accounts

gained: Chipman Inc., Municipality of Hamilton-Wentworth, Monroe Auto Equipment Co. of Canada, Alltrans Group of Canada, Associates Commercial Corp.

Kert Advertising, Toronto, reports gross income of \$1,196,000 on billings of \$9,025,000 for 1979, compared with gross income of \$1,032,000 on billings of \$7,744,000 for 1978. (In local currency, gross income was C\$1,390,000 on billings of C\$10,490,000 in 1979, compared with gross income of C\$1,200,000 on billings of C\$9,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 7%; radio 19%; tv 49%; outdoor 6%; business press 1%; transit advertising 3%; point of sale 6%. Employees: 33. Accounts gained: Palace Pier, Bestbuy Distributors.

McCann-Erickson of Canada, Toronto, reports gross income of \$6,993,000 on billings of

\$46,639,000 for 1979, compared with gross income of \$6,322,000 on billings of \$42,169,000 for 1978. (In local currency, gross income was C\$8,127,000 on billings of C\$54,207,000 in 1979, compared with gross income of C\$7,348,000 on billings of C\$49,011,000 in 1978.) Accounts gained: Bache Halsey Stuart (stockbrokers), Foodcorp (fast food restaurants), Micom (word processing), Quebec Ministry of Tourism. Accounts terminated: Chargex (resigned), Gilbey.

McConnell Advertising, Toronto, an affiliate of the DFS International group, reports gross income of \$7,915,000 on billings of \$52,775,000 for 1979, compared with gross income of \$7,229,000 on billings of \$48,197,000 for 1978. (In local currency, gross income was C\$9,410,700 on billings of C\$62,378,000 in 1979, compared with gross income of C\$8,132,000 on billings of C\$54,215,000 in 1978.)

For Advertising on the German Male Market there are Two Big Automobile Magazines.



ACE Lenkrad

Spende fürs Leben: Organe auf Abruf

Die neuen Betriebskosten für rund 100 Autos

Schnell, aber sparsam: GLI · GTI · GLE

ACE Lenkrad is One of Them!

ACE ... offers you reliable values! 501,678 copies sold (IVW 4/79). In 4 short years, 30 per cent increase!

ACE ... an excellent, economical cost per thousand readers: DM 20,73 per thousand men.

ACE ... the second largest automobile club in Germany stands behind it. More than half a million members!

ACE ... for only DM 56,160,- you are with it for the whole year. One complete page b/w - 6 issues per year!

Why not talk to Hans Fischer? He can fill you in with all the facts. Let ACE LENKRAD drive your advertising along the sunny side of the street!

ACE
Advertising Division
Schmidener Straße 233
D-7000 Stuttgart 50
Tel.: 0711/531094
Telex: 07 254 873



CANADA

Both billings and gross income for 1979 are AA estimates based on a 9.5% growth rate at McConnell during 1979 over prior year figures. Media breakdown: Newspapers 40.2%; radio 10.1%; tv 44.3%; outdoor 4.8%; transit advertising 6%. Employees: 211. Accounts gained: K-Tel International, Loto Canada Inc., Royal Agricultural Winter Fair, Maple Leaf Mills (balance of account), Lightolier. Account lost: Hawker Siddeley.

Needham, Harper & Steers, Toronto, reports gross income of \$1,498,500 on billings of \$8,641,500 for 1979, compared with gross income of \$1,637,000 on billings of \$10,527,000 for 1978. (In local currency, gross income was C\$1,741,600 on billings of C\$10,043,600 in 1979, compared with gross income of C\$1,902,600 on billings of C\$12,235,000 in 1978.) Media breakdown: Newspapers 13%; magazines 7%; radio 19%; tv 51%; outdoor 1%; business press 9%. Employees: 41. Accounts gained: House of Brougham, Help the Aged. Account lost: McDonald's Restaurants.

Norman, Craig & Kummel Canada, Toronto, reports gross income of \$1,871,400 on billings of \$12,482,000 for 1979, compared with gross income of \$1,720,000 on billings of \$11,486,000 for 1978. (In local currency, gross income was C\$2,175,000 on billings of C\$14,507,000 in 1979, compared with gross income of C\$2,000,000 on billings of C\$13,350,000 in 1978.) Media breakdown: Newspapers 12%; magazines 16%; radio 16%; tv 50%; outdoor 2%; business press 1%; other (pr, market research, collateral material) 3%. Employees: 46. Accounts gained: Colgate-Palmolive (Apple Valley Shampoo), Royal Bank of Canada, Corby Distilleries, Van Cleef & Arpels, Allan Beverages. Account lost: J.G. Durand.

Ogilvy & Mather Ltd., Toronto, reports gross income of \$7,216,000 on billings of \$48,131,000 for 1979, compared with gross income of \$6,052,000 on billings of \$40,359,000 for 1978. (In local currency, gross income was C\$8,387,000 on billings of C\$55,940,000 in 1979, compared with gross income of C\$7,033,000 on billings of C\$46,907,000 in 1978.) Media breakdown: Newspapers 8%; magazines 12%; radio 8%; tv 66%; outdoor 6%. Employees: 171. Accounts gained: A.E. LePage Ltd., Toro Co., Beecham Canada Ltd. Accounts lost: Uniroyal Ltd.,

Mercedes Benz of Canada, British Airways.

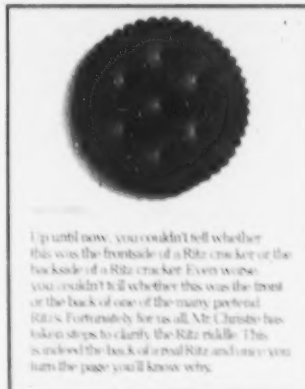
Roberts Ketchum International, Toronto, reports gross income of \$195,000 on billings of \$1,300,000 for 1979, compared with gross income of \$300,000 on billings of \$2,100,000 for 1978. Employees: 6. Accounts gained: Wm. Mara (added brand), Barclay's (vodka and gin). Account lost: Rubbermaid of Canada.

Ronalds-Reynolds, Toronto, reports gross income of \$7,858,000 on billings of \$50,000,000 for 1979, compared with gross income of \$7,109,000 on billings of \$45,000,000 for 1978. (In local currency, gross income was C\$9,179,000 on billings of C\$58,112,000 in 1979, compared with gross income of C\$8,262,000 on billings of C\$52,301,000 in 1978.) Gross income was estimated by ADVERTISING AGE based on the average ratio of gross income to billings of Canadian shops during 1979 of 1:6.33. Ronalds-Reynolds supplied only billings. Media breakdown: Newspapers 25%; magazines 10%; radio 10%; tv 40%; outdoor advertising 5%; business press advertising 5%; collateral 5%. Employees: 184. Accounts gained: Air Canada; Libby, McNeil, Libby.

RVHA Advertising, Toronto, only reports billings of \$1,433,000 for 1979. (In local currency, billings were C\$1,666,000 in 1979.) Media breakdown: Newspapers 5%; magazines 65%; radio advertising 10%; tv 20%. Employees: 14. Accounts gained: Brouwer Turf Equipment Ltd., Flakt Canada Ltd. Accounts lost: Regal Gifts & Stationery.

Scali, McCabe, Sloves Canada, Toronto, reports gross income of \$616,955 on billings of \$4,115,090 for 1979, compared with gross income of \$56,000 on billings of \$374,390 for 1978. (In local currency, gross income was C\$717,000 on billings of C\$4,782,700 in 1979, compared with gross income of C\$65,238 on billings of C\$435,000 in 1978.) Media breakdown: Newspapers 11%; magazines 19%; radio 1%; tv 69%. Employees: 22 in 1979 compared to 7 in 1978. Accounts gained: Volvo Canada, Gilbey Canada, Cadbury Schweppes Powell, Nabob, Ralston Purina.

Spitzer, Mills & Bates, Toronto, reports gross income of \$3,638,000 on billings of \$24,660,000 for 1979, compared with gross income of \$3,612,000 on billings of \$24,473,000 for 1978. (In local currency, gross income was



"The Ritz Riddle" and "The Ritz Riddle Resolved" headline two back-to-back four color page ads created for the Christie, Brown & Company, Ltd. (Nabisco in the U.S.) product by McCann-Erickson Advertising of Canada, Ltd., Toronto.

C\$4,228,000 on billings of C\$28,662,000 in 1979, compared with gross income of C\$4,198,000 on billings of C\$28,444,000 in 1978.) Media breakdown: Newspapers and magazines 23%; radio 5%; tv 71%; outdoor 1%. Employees: 133. Account gained: Royal Canadian Mint. Account lost: Kimberly-Clark.

J. Walter Thompson, Toronto, reports gross income of \$9,380,000 on billings of \$62,000,000 for 1979, compared with gross income of \$8,194,000 on billings of \$54,629,000 for 1978. (In local currency, gross income was C\$10,902,000 on billings of C\$72,678,000 in 1979, compared with gross income of C\$9,524,000 on billings of C\$63,493,000 in 1978.) Media breakdown: Newspapers 5%; magazines 10%; radio 9%; tv 59%; point of sale 2%; production 15%. Employees: 278. Accounts gained: Alcan, Anco, Bank of Montreal (corporate & international), Philips Electronics, Currie Lehman Westport Corp., Bombardier Ltd., Nabob Foods, Hygrade Foods. Accounts resigned: Ocean Maid.

Pierre Tremblay Publicite, Quebec City, reports gross income of \$860,000 on billings of \$4,159,000 for 1979, compared with gross income of \$430,000 on billings of \$2,483,000 for 1978. (In local currency, gross income was C\$1,000,000 on billings of C\$4,833,000 in 1979, compared with gross income of C\$500,000 on billings of C\$2,833,000 in 1978.) Media breakdown: Newspapers 32%; magazines 5%; radio 5%; tv 12%; outdoor 6%; transit advertising

10%; other (unspecified) 30%. Employees: 17. Accounts gained: Ten medium-sized clients averaging \$75,000 to \$100,000.

Vickers & Benson, Toronto, reports gross income of \$8,204,000 on billings of \$62,924,000 for 1979, compared with gross income of \$7,440,000 on billings of \$57,064,000 for 1978. (In local currency, gross income was C\$9,535,000 on billings of C\$73,133,000 in 1979, compared with gross income of C\$8,674,000 on billings of C\$66,323,000 in 1978.) Media breakdown: Newspapers 16%; magazines 12%; supplements 2%; radio 10%; tv 58%; outdoor 1%; transit advertising 1%. Employees: 269. Accounts gained: Hudson's Bay (project), Toronto Star, Cadillac-Fairview Industrial, National Museums-Discovery Train, Erin Foods, Travel Europe, Greb Industries, Sheraton Hotels, Boots Drug Stores, McDonald's Restaurants of Canada, Blizzard Soccer Club, Arlington Sports, Coquitlam Centre, LeLundi, Le Vieux Part de Montreal, Hiram Walker & Sons. Accounts lost: Calgary Herald, Edmonton Journal, Ayerst Laboratories, Merit Clothing, CCM, Dept. of Energy, Mines, Resources.

Young & Rubicam, Toronto, reports gross income of \$4,508,000 on billings of \$30,068,000 for 1979, compared with gross income of \$3,870,000 on billings of \$25,813,000 for 1978. (In local currency, gross income was C\$5,239,000 on billings of C\$34,948,000 in 1979, compared with gross income of C\$4,498,000 on billings of C\$30,002,000.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 13%; magazines 7%; radio 5%; tv 72%; outdoor 2%; business press 1%. Employees: 120. Accounts gained: Club Med, Centre D'Image et Son Atlantique, General Foods, Brooke Bond Foods.

CHILE

The same 1979 rate of 6278 dollars to the Chilean peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% depreciation of the peso against the dollar based on the peso's 1978 exchange rate of 628.

C.C.C.-McCann-Erickson, Santiago, reports gross income of \$1,207,437 on billings of \$7,300,872 for 1979, compared with gross income of \$812,838 on billings of \$6,058,004 for 1978. (In local currency, gross income was Ps 43,432,981 on billings of Ps 262,621,288 in 1979, compared with gross income of Ps 29,238,775 on billings of Ps 217,913,815 in 1978.) McCann had no ownership in this agency in 1979. Effective Feb. 5, 1980, McCann returned to 100% ownership. Accounts gained: Cerna Snacks, Cervecera del Pacific beer, Philips - small appliances, lighting, audio equipment, Vina Undurraga wine. New assignments: Editora Gabriela Mistral (Playboy magazine), Malloa ketchup, Nestle (Dolca coffee, Molicco low fat milk and Quik chocolate). Account lost: Samsun tv. Assignments lost: Bayer - Baygon insecticide.

Matte & Mendez, Santiago, reports gross income of \$605,265 on billings of \$4,037,122 for 1979, compared with gross income of \$427,263 on billings of \$2,933,245 for 1978. (In local currency, gross income was Ps 21,772,144 on billings of Ps 145,220,203 in 1979, compared with gross income of Ps 15,369,177 on billings of Ps 105,512,411 in 1978.) Media breakdown: Newspapers 35%; magazines 9%; supplements 9%; radio 10%; tv 30.5%; business press .5%; cinema 6%. Employees: 32. Accounts gained: Fisher-Crown elec-

tronics, IANSA-Industria Azucarera Nacional.

Northcote Merino Silva-SSC&B: Lintas International, Santiago, reports gross income of \$1,654,100 on billings of \$11,033,000 for 1979, compared with gross income of \$924,100 on billings of \$6,163,733 for 1978. (In local currency, gross income was Ps 59,500,000 on billings of Ps 396,865,000 in 1979, compared with gross income of Ps 33,241,000 on billings of Ps 221,717,000 in 1978.) Media breakdown: Newspapers 15%; magazines 7%; radio 11%; tv 59%; outdoor 2%; point of sale 4%; cinema 2%. Employees: 73. Accounts gained: El Mercurio, CCU-Escudo beer, Fanaloza, La Chilena Consolidada, Datsun, Schweppes Gradina margarine, Trim shaving cream, Lipton tea. Account lost: Pepsi-Cola.

Promoplan, Santiago, associated with Ogilvy & Mather International, reports gross income of \$1,100,531 on billings of \$7,340,542 for 1979, compared with gross income of \$687,429 on billings of \$4,583,092 for 1978. (In local currency, gross income was Ps 39,587,450 on billings of Ps 264,048,290 in 1979, compared with gross income of Ps 24,727,679 on billings of Ps 164,859,441 in 1978.) Media breakdown: Newspapers 45%; magazines 4%; supplements 2%; radio 9%; tv 33%; transit advertising 2%; point of sale 1%; cinema 4%. Employees: 51.

Publiart, Santiago, reports gross income of \$656,600 on billings of \$4,380,000 for 1979, compared with gross income of \$344,337 on billings of \$2,296,767 for 1978. (In local currency, gross income was Ps 23,618,558 on billings of Ps 157,552,980 in 1979, compared with gross income of Ps 12,386,232 on billings of Ps 82,617,529 in 1978.) Media breakdown: Newspapers 28%; magazines 6%; radio 3%; tv 60%; point of sale 2%; cinema 1%. Employees: 25. Accounts gained: Royal Crown Cola, Bayer (Baygon Yastal, Citroen, Ladeo, Dos Alamos, Almacenes Paris, Elizabeth Arden, Standard Brands, Nobis y Banco Osorno. Account lost: Distribuidora DIN.

Publicidad Fabres, De Heeckeren, Casares Y Grey, Santiago, reports gross income of \$1,110,000 on billings of \$7,400,000 for 1979, compared with gross income of \$668,000 on billings of \$4,454,000 for 1978. (In local currency, gross income was Ps 39,928,000 on billings of Ps 266,200,000 in 1979, compared with gross income of Ps 24,029,000 on billings of Ps 160,205,000 in 1978.) Media breakdown: Newspapers 24.9%; magazines 10.5%; radio 8.8%; tv 48.2%; outdoor 2.8%; business press .6%; transit advertising .4%; point of sale 1.8%; cinema 2%. Employees: 56. Accounts gained: Procter & Gamble (Camay and Pampers), General Foods (Tang), S.C. Johnson (Favor). Account lost: Firestone.

Publicidad y Mercado Ltda. (CECOM), Santiago, reports gross income of \$424,564 on billings of \$2,830,433 for 1979, compared with gross income of \$134,228 on billings of \$894,901 for 1978. (In local currency, gross income was Ps 15,272,117 on billings of Ps 101,814,118 in 1979, compared with gross income of Ps 4,828,359 on billings of Ps 32,190,673 in 1978.) Media breakdown: Newspapers 45.1%; magazines 6.83%; radio 5.59%; tv 39.47%; outdoor 1.1%; point of sale .55%; cinema .95%. Employees: 39. Accounts gained: Sheraton hotel, Banco do Brazil, Reifschneider (Braun), Laboratorios Duo-Frutera, Sudamericano (SAFCO), Transcontainer Ltda.,

Only butter tastes like butter.

After 30 years of watching heavy promos for margarine, the Canadian butter industry decided to hit back with a C\$9,000,000 annual ad budget, and found it churned up a political controversy. The problem is that the federal government put up half the money needed for the "Only butter tastes like butter" campaign. "If the government can provide us with money without telling us what to do with our advertising dollar, we'll be pleased to accept it," says an unrepentant Alex Bell, president of the Dairy Bureau of Canada, which engineered the campaign. Claude Chevalier, chief exec at the Bureau, said that the campaign slogan originated in Canada and is being used now in Europe as well, because of a meeting of the International Butter Council Mr. Chevalier attended last year. One of the best uses of the slogan is seen in ad at left, which is presently appearing in the U.K.

Sorry Marge!

CHILE

Munchmeyer (Susuki y Propiedades), Tiendas Insolito.

Publicitaria Epoca, Santiago, reports gross income of \$764,500 on billings of \$5,099,215 for 1979, compared with gross income of \$448,073 on billings of \$3,051,305 for 1978. (In local currency, gross income was Ps 27,500,000 on billings of Ps 183,425,000 in 1979, compared with gross income of Ps 16,117,718 on billings of Ps 109,759,226 in 1978.) Media breakdown: Newspapers 35%; magazines 8%; supplements 2%; radio 5%; tv 47%; outdoor 3%. Employees: 31. Accounts gained: Laboratorios Mentholatum, Diario La Tercera de la Hora, Salle Hansen, Lancome, Direccion de Deportes y Recreacion, Empresa Constructora Francos Ltda.

Sertec (Inter-Americana), Santiago, part of Kenyon & Eckhardt Intl., reports gross income of \$513,897 on billings of \$3,427,693 for 1979, compared with gross income of \$329,403 on billings of \$2,197,116 for 1978. (In local currency, gross income was Ps 18,485,505 on billings of Ps 123,298,322 in 1979, compared with gross income of Ps 11,849,015 on billings of Ps 79,032,936 in 1978.) Media breakdown: Newspapers 9%; magazines 4.3%; radio 7.3%; tv 33%; outdoor 1.5%; business press 3.8%; cinema 3.2%; other 38.2%. Employees: 29. Accounts gained: Incalim, Grace y Cia. Seny Creaciones, Chiprodal.

J. Walter Thompson Chilena, Santiago, reports gross income of \$2,248,404 on billings of \$14,436,954 for 1979, compared with gross income of \$1,197,685 on billings of \$7,437,741 for 1978. (In

local currency, gross income was Ps 80,877,844 on billings of Ps 519,314,900 in 1979, compared with gross income of Ps 43,082,186 on billings of Ps 267,544,640 in 1978.) Media breakdown: Newspapers 9.18%; magazines 6.65%; radio 10.37%; tv 70.54%; outdoor .68%; cinema 2.58%. Employees: 72. Accounts gained: Pepsi-Cola, Bavaria and Escudo beers, Findus, Advance, Viceroy Lights and Lucky Strikes, Denim. Accounts lost: Mentholatum, Lancome.

Unitos Chile, Santiago, part of Univas, reports gross income of \$174,000 on billings of \$1,159,000 for 1979. (In local currency, gross income was Ps 6,255,000 on billings of Ps 41,700,000 in 1979. Employees: 14. Accounts gained: Beiersdorf, Mademsa.

Veritas, Santiago, reports gross income of \$503,799 on billings of

\$3,360,339 for 1979, compared with gross income of \$267,380 on billings of \$1,783,509 for 1978. (In local currency, gross income was Ps 18,122,000 on billings of Ps 120,874,000 in 1979, compared with gross income of Ps 9,618,000 on billings of Ps 64,155,000 in 1978.) Media breakdown: Newspapers 40%; magazines 5%; radio 2%; tv 46.5%; point of sale 5%; cinema 1.5%. Employees: 25.

COLOMBIA

The same 1979 rate of 6253 dollars to the Colombia peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 13% depreciation of the peso against the dollar based on peso a 1978 exchange rate of 629.

Arosemena Servicios Creativos, Medellin, part of Kenyon & Eckhardt Intl., only reports gross income of \$325,000 compared with

gross income of \$300,000 for 1978. (In local currency, gross income was Ps 13,000,000 in 1979, compared with gross income of Ps 12,000,000 in 1978.) Media breakdown: Magazines 50%; tv 20%; farm press 20%; point of sale 10%. Employees: 10. Accounts gained: Editora Cinco, Procolombia. Account lost: Loceria Colombiana.

Atenas/BBDO, Bogota, reports gross income of \$1,267,770 on billings of \$5,511,820 for 1979, compared with gross income of \$601,114 on billings of \$3,752,776 for 1978. (In local currency, gross income was Ps 50,109,500 on billings of Ps 217,858,500 in 1979, compared with gross income of Ps 23,759,433 on billings of Ps 148,331,074 in 1978.) Media breakdown: Newspapers 9%; radio 19%; tv 68%; outdoor 3%; cinema 1%. Employees: 65.

Leo Burnett Colombiana, Bogota, reports gross income of \$1,907,000 on billings of \$12,722,000 for 1979, compared with gross income of \$1,419,000 on billings of \$9,468,000 for 1978. (In local currency, gross income was Ps 75,387,000 on billings of Ps 502,831,000 in 1979, compared with gross income of Ps 56,105,000 on billings of Ps 374,220,000 in 1978.) Employees: 116.

Centrum Publicitario Ltda., Cali, reports gross income of \$759,000 on billings of \$3,921,500 for 1979, compared with gross income of \$556,600 on billings of \$2,783,000 for 1978. (In local currency, gross income was Ps 30,000,000 on billings of Ps 155,000,000 in 1979, compared with gross income of Ps 22,000,000 on billings of Ps 110,000,000 in 1978.) Media breakdown: Newspapers 10%; magazines 5%; radio 20%; tv 60%; other 5%. Employees: 70. Accounts gained: General Foods, Singer, Coexito. Additional assignments: Alpina, Chesebrough-Ponds, Recamier. Accounts lost: Monark, Standard Brands.

McCann-Erickson Corporation, Bogota, reports gross income of \$1,456,000 on billings of \$9,712,000 for 1979, compared with gross income of \$1,061,000 on billings of \$7,075,000 for 1978. (In local currency, gross income was Ps 57,564,000 on billings of Ps 383,952,000 in 1979, compared with gross income of Ps 41,926,000 on billings of Ps 279,646,000 in 1978.) Accounts gained: Casio (cash registers, computers, watches), Editora Cinco (Editorial Abril), Walter Rothlisberger (Hermes Sweeteners), Unilever (Cogra/Lever's Astra and Rama margarines), New Assignments: American Home Products (Van Ess line), BASF (Paints), Carreras Rothmans (Dunhill American, Rothman's cigarettes), Gillette (Atra/Contour razor), Prebel (L'Oreal's Elseve Balsam, Elseve and Frequence shampoos), Quaker Oats (cake mixes). Accounts lost: Honda (motorcycles), R.T.I. (tv programmer).

Pumá Publicidad & Marketing, Bogota, reports gross income of \$1,295,360 on billings of \$6,642,515 for 1979, compared with gross income of \$1,255,411 on billings of \$5,535,000 for 1978. (In local currency, gross income was Ps 51,300,000 on billings of Ps 229,020,000 in 1979, compared with gross income of Ps 49,621,000 on billings of Ps 190,850,000 in 1978.) Media breakdown: Newspapers 27%; magazines 8%; radio 15%; tv 35%; outdoor 3.4%; point of sale 11%; cinema 0.6%. Employees: 67. Accounts gained: Centro Comercial Oviedo, Grulla S.A., Hotel Intercontinental, Yamaha, Sam Seguros Service, Hipodroma de Techo, Industrias Spring, Plaza & Janes, Textiles Sabrina.



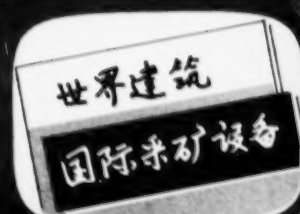
WE CREATE MAGAZINES TO HELP YOU INCREASE YOUR WORLDWIDE SALES!



WE DESIGNED MINING EQUIPMENT INTERNATIONAL TO HELP YOU.



CHINESE-LANGUAGE MAGAZINES ARE OUR NEW WAYS TO HELP YOU SELL.



WHERE WILL YOUR NEXT IMPORTANT MARKET BE?



COSTA RICA

The same 1979 rate of 119 dollars to the colon was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 1.7% appreciation against the U.S. dollar based on the colon's 1978 exchange rate of 117.

APCU de Costa Rica, San Jose, reports gross income of \$167,671 on billings of \$1,117,886 for 1979, compared with gross income of \$137,207 on billings of \$916,300 for 1978. (In local currency, gross income was Colon 1,409,000 on billings of Colon 9,394,000 in 1979, compared with gross income of Colon 1,153,000 on billings of Colon 7,700,000 in 1978.) Media breakdown: Newspapers 15%; radio 20%; tv 60%; other 5%. Employees: 9. Accounts gained: Standard Brands, Buffalo Prince Jeans, UNED. Account lost: Whitehall.

McCann-Erickson Centraamericana (Costa Rica), San Jose, reports gross income of \$531,000 on billings of \$3,542,000 for 1979, compared with gross income of \$345,457 on billings of \$2,304,197 for 1978. (In local currency, gross income was Colon 4,461,000 on billings of Colon 29,755,000 in 1979, compared with gross income of Colon 2,903,000 on billings of Colon 19,363,000 in 1978.) Employees: 35. Accounts gained: Arrocera los Sauces (rice), Bacardi Rum, Industrias Tosty (snacks), Internacional de Ventas/Border (cheese). New assignments: B.A.T./Republic Tobacco (Belmont, Capri Suave Deluxe, Viceroy, Viceroy Lights). Accounts resigned: Fertica fertilizers, Rosago office furniture, 3M.

CURACAO

An exchange rate of 559 U.S. dollars to the Cfl was used to determine both 1978 and 1979 gross income and billings.

R. J. Dovale Advertising, Willemstad, reports gross income of \$233,393 on billings of \$1,149,176 for 1979, compared with gross income of \$229,149 on billings of \$1,044,730 for 1978. (In local currency, gross income was Dfl 417,774 on billings of Dfl 2,773,028 in 1979, compared with gross income of Dfl 410,177 on billings of Dfl 1,870,067 in 1978.) Media breakdown: Newspapers 19%; radio 10%; tv 63%; transit advertising 1%; cinema 1%; production 6%. Employees: 17. Accounts gained: Xerox Antilliana N.V., Bank of America.

CYPRUS

An exchange rate of \$2.63 to the Cyprus pound was used to determine both 1978 and 1979 gross income and billings.

Impact/BBDO, Nicosia, reports gross income of \$1,512,000 on billings of \$9,000,000 for 1979, compared with gross income of \$840,000 on billings of \$5,000,000 for 1978. (In local currency, gross income was C£3,976,560 on billings of C£23,670,000 in 1979, compared with gross income of C£2,209,200 on billings of C£13,150,000 in 1978.) Media breakdown: Newspapers 35%; magazines 22%; radio 12%; tv 24%; point of sale 2%; cinema 5%. Employees: 80 in 1979 compared to 68 in 1978. Accounts gained: R. J. Reynolds (Winston cigarettes).

DENMARK

The same 1979 rate of 1935 dollars to the Danish kroner was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% appreciation of the kroner against the dollar based on kroner's 1978 exchange rate of 188.

A-reklame, Silkeborg, reports only billings of \$3,200,000 for 1979, compared with billings of

\$2,900,000 for 1978. (In local currency, billings were Dkr 16,600,000 in 1979, compared with gross billings of Dkr 15,000,000 in 1978.) Employees: 21.

Ted Bates, Copenhagen, reports gross income of \$4,473,000 on billings of \$30,349,000 for 1979, compared with gross income of \$4,135,000 on billings of \$26,831,000 for 1978. (In local currency, gross income was Dkr 23,116,000 on billings of Dkr 156,841,000 in 1979, compared with gross income of Dkr 21,371,000 on billings of Dkr 138,659,000 in 1978.) Media breakdown: Newspapers 48%; magazines 30%; supplements 4%; outdoor 5%; business press 7%; cinema 4%. Employees: 90. Accounts gained: Canon copier, Ferd. Andersen & Co.-Karat coffee, Union of Danish Dailies, Danish Media Committee, Assn. of Gold and Silversmiths. Accounts lost: Baltica Insurance, Daloon A/S, Assen Tobaksfabrik, Robert Bosch A/S.

Benton & Bowles A/S, Copenhagen, reports gross income of \$313,470 on billings of \$2,349,671 for 1979, compared with gross income of \$307,665 on billings of \$2,302,068 for 1978. (In local currency, gross income was Dkr 1,620,000 on billings of Dkr 12,143,000 in 1979, compared with gross income of Dkr 1,590,000 on billings of Dkr 10,605,000 in 1978.) Media breakdown: Newspapers 56.2%; magazines 10.2%; trade papers 10.9%; local newspapers 22.7%. Employees: 8. Accounts gained: Boots Co., Ceres, Dagros. Account lost: Junckers Industries.

Bergenholtz & Arnesen, Copenhagen, reports gross income of \$1,349,856 on billings of \$6,204,191 for 1979, compared with gross income of \$1,217,309 on billings of \$6,145,960 for 1978. (In local currency, gross income was Dkr 6,976,000 on billings of Dkr 32,063,000 in 1979, compared with gross income of Dkr 6,291,000 on billings of Dkr 31,762,067 in 1978.) Media breakdown: Newspapers 62%; magazines 34%; outdoor 2%; business press 2%. Employees: 28. Accounts gained: Ali Kaffe, Topsikring, Helly Hansen, Faxe Fad and Faxe Fad Premium, Musk Ox. Accounts lost: Avis, Reska.

Boegh & Soerensen, Copenhagen, reports gross income of \$143,300 on billings of \$893,990 for 1979, compared with gross income of \$159,656 on billings of \$830,396 for 1978. (In local currency, gross income was Dkr 740,574 on billings of Dkr 4,620,140 in 1979, compared with gross income of Dkr 825,102 on billings of Dkr 4,291,487 in 1978.) Media breakdown: Newspapers 14%; magazines & trade papers 61%; production/printed matter 25%. Accounts gained: Max Fodgaard (Kito, Japan), Nortec data equipment, Karfa building equipment, A.P. Christensen (Brno guns), Hadson lighters, Hinne & Co. valves, Imperial Leasing, Petri & Haugsted building material. Account lost: Biblioteks-centralen library equipment.

Leo Burnett, Copenhagen, reports gross income of \$1,160,000 on billings of \$7,740,000 for 1979, compared with gross income of \$897,000 on billings of \$5,981,000 for 1978. (In local currency, gross income was Dkr 5,997,000 on billings of Dkr 40,000,000 in 1979, compared with gross income of Dkr 4,634,000 on billings of Dkr 30,909,000 in 1978.) Employees: 32. Accounts gained: Varig Brazilian airline, Wagons-Lits/Cook, new accounts from Molnlycke. Account lost: Manpower.

D'Arcy-MacManus & Masius, Copenhagen, reports gross income of \$1,717,000 on billings of

\$12,149,000 for 1979, compared with gross income of \$2,214,000 on billings of \$15,069,000 for 1978. (In local currency, gross income was Dkr 8,875,000 on billings of Dkr 62,787,000 in 1979, compared with gross income of Dkr 11,441,000 on billings of Dkr 77,874,000 in 1978.) Media breakdown: Newspapers 27%; magazines 54%; outdoor 3%; business press 8%; cinema 8%. Employees: 44. Accounts gained: Alm. Brand AF 1792 insurance, Kema Nobel-substral, Centurion bicycles, Chr. Hansen, Laboratories-cheese rennets. Accounts lost: Claes harvesters, Pedro Domecq sherry, Jacoform shoes.

Dea Partners, Valby, reports gross income of \$1,114,000 on billings of \$7,434,000 for 1979, compared with gross income of \$1,006,000 on billings of \$6,708,000 for 1978. (In local currency, gross income was Dkr 5,760,000 on billings of Dkr 38,419,000 in 1979, compared with gross income of Dkr 5,199,000 on billings of Dkr 34,667,000 in 1978.) Employees: 25.

Dyppel Marketing/Advertising, Copenhagen, only reports on billings of \$4,818,000 for 1979, compared with billings of \$4,354,000 for 1978. (In local currency, billings were Dkr 24,900,000 in 1979, compared with billings of Dkr 22,500,000 in 1978.) Media breakdown: Newspapers 66%; magazines 20%; outdoor 7%; business press 5%; cinema 2%. Employees: 20.

Ervaco A/S, Copenhagen, reports gross income of \$310,000 on billings of \$2,070,000 for 1979, compared with gross income of \$255,000 on billings of \$1,685,000 for 1978. (In local currency, gross income was Dkr 1,601,000 on billings of Dkr 10,700,000 in 1979, compared with gross income of Dkr 1,310,000 on billings of Dkr 8,700,000 in 1978.) Employees: 8.

Foote, Cone & Belding, Copenhagen, reports gross income of \$1,486,100 on billings of \$9,912,300 for 1979, compared with gross income of \$1,917,725 on billings of \$12,791,224 for 1978. (In local currency, gross income was Dkr 7,680,200 on billings of Dkr 51,227,000 in 1979, compared with gross income of Dkr 9,910,722 on billings of Dkr 66,104,515 in 1978.) Media breakdown: Newspapers 46.4%; magazines 35.7%; supplements 1.8%; outdoor 0.9%; business press 11.5%; cinema 1.5%; international 2.3%. Employees: 33. Accounts gained: Melitta (partly), Moulinex, British Airways, LK-Nes (partly), Weekly Magazines. Account lost: Substral.

Intermarco-Farner A/S, Copenhagen, part of the Publicis Intermarco-Farner European agency network, reports gross income of \$1,026,000 on billings of \$6,840,000 for 1979, compared with gross income of \$861,000 on billings of \$5,745,000 for 1978. (In local currency, gross income was Dkr 5,300,000 on billings of Dkr 35,351,000 in 1979, compared with gross income of Dkr 4,451,000 on billings of Dkr 29,688,000 in 1978.) Media breakdown: Newspapers 60%; magazines 25%; outdoor 5%; business press 5%; cinema 5%. Employees: 18.

Ipsen & Parmo A/S, Copenhagen, reports gross income of \$700,000 on billings of \$3,225,000 for 1979. (In local currency, gross income was Dkr 3,615,000 on billings of Dkr 16,665,000 in 1979.) Media breakdown: Newspapers 50%; magazines 15%; supplements 10%; outdoor 5%; business press 5%; point of sale 10%; cinema 5%. Employees: 12. Accounts gained: Avis, Danish Totalentrepriser, Sparekassen Sydjylland-banking, Mobil oil.

J+J Industriel Reklame/Marketing, Copenhagen, only reports billings of \$3,483,000 for 1979, compared with billings of \$2,884,450 for 1978. (In local currency, billings were Dkr 18,000,000 in 1979, compared with billings of Dkr 14,700,000 in 1978.) Media breakdown: Newspapers 40%; business press 60%. Employees: 27.

Jersild RBDO, Copenhagen, reports gross income of \$1,168,000 on billings of \$9,386,000 for 1979, compared with gross income of \$832,000 on billings of \$6,618,000 for 1978. (In local currency, gross income was Dkr 6,038,000 on billings of Dkr 48,512,000 in 1979, compared with gross income of Dkr 4,300,000 on billings of Dkr 34,200,000 in 1978.) Media breakdown: Newspapers 60%; magazines 20%; business press 10%; point of sale 10%. Employees: 29. Accounts gained: Regnecentralen-Danish EDB Co., Gori wood protecting material, Georg Bestle A/S-Sandeman, DSB-Campaign against Vandalism. Account lost: Melitta A/S coffee filters.

KK Viking, Copenhagen, affiliated with Kenyon & Eckhardt Intl., reports gross income of \$444,470 on billings of \$4,025,768 for 1979. (In local currency, gross income was Dkr 2,297,000 on billings of Dkr 20,805,000 in 1979.) Only 1979 figures available, since agency was established March, 1979.

Lintas Reklamebureau A/S, Copenhagen, reports gross income of \$2,025,000 on billings of \$13,669,000 for 1979, compared with gross income of \$1,929,000 on billings of \$12,369,000 for 1978. (In local currency, gross income was Dkr 10,465,000 on billings of Dkr 70,641,000 in 1979, compared with gross income of Dkr 9,970,000 on billings of Dkr 63,920,000 in 1978.) Media breakdown: Newspapers 45%; magazines 23%; outdoor 4%; business press 5%; point of sale 14%; cinema 9%. Employees: 37. Accounts gained: Agro-Kemi, Lilleborg-Fly Away perfume, International Health Insurance 'Danmark', Nidar, ENK (Lumoprint), Numarco, Pedro Domecq, Salora, Domestos, Trebor, Dehn-Fix, Digital equipment, Esso Motor Hotel, Slagelse Andelsslageri, Olsson Moebler. Accounts lost: Datasaab, Halberg.

Lockey, Norman, Craig & Kummel, Copenhagen, reports gross income of \$1,201,600 on billings of \$8,015,000 for 1979, compared with gross income of \$1,227,758 on billings of \$8,185,050 for 1978. (In local currency, gross income was Dkr

6,210,000 on billings of Dkr 41,420,000 in 1979, compared with gross income of Dkr 6,345,000 on billings of Dkr 42,300,000 in 1978.) Media breakdown: Newspapers 22%; magazines 62%; business press 6%; cinema 10%. Employees: 20. Accounts gained: Colgate-Palmolive-Irish Spring deodorant, Botanig shampoo, Look Twice shampoo, S.C. Johnson-Tahiti Foam Bath, Pernod, Larsen Cognac, Puma Sports, Pingvin licorice, Super Car rental chain, Johnson & Johnson, and Anjo health foods. Accounts lost: J.G. Durand.

Lund & Lommer A/S, Copenhagen, reports gross income of \$1,696,000 on billings of \$8,528,000 for 1979, compared with gross income of \$2,390,000 on billings of \$10,716,000 for 1978. (In local currency, gross income was Dkr 8,768,000 on billings of Dkr 44,071,000 in 1979, compared with gross income of Dkr 12,350,000 on billings of Dkr 55,379,000 in 1978.) Employees: 30.

Lyre & Valbo Reklamebureau A/S, Copenhagen, reports gross income of \$1,320,000 on billings of \$8,173,000 for 1979, compared with gross income of \$1,316,000 on billings of \$8,160,000 for 1978. (In local currency, gross income was Dkr 6,811,000 on billings of Dkr 42,170,000 in 1979, compared with gross income of Dkr 6,797,000 on billings of Dkr 42,821,000 in 1978.) Media breakdown: Newspapers 60%; magazines 20%; outdoor 2%; business press 5%; point of sale 10%; cinema 3%. Employees: 38. Accounts gained: Billed-Bladet weekly magazine, Maggi products-Nestle, Dancrepe household paper, Fritz Hansen Eft. furniture, Duni/ASP A/S, government information service. Accounts lost: Ceil and Look cigarettes.

McCann-Erickson A/S (Denmark), Copenhagen, reports gross income of \$1,135,000 on billings of \$7,570,000 for 1979, compared with gross income of \$947,000 on billings of \$6,319,000 for 1978. (In local currency, gross income was Dkr 5,867,000 on billings of Dkr 39,133,000 in 1979, compared with gross income of Dkr 4,896,000 on billings of Dkr 32,656,000 in 1978.) Employees: 23. Accounts gained: Havnemoellerne flour and cereals, Miele household appliances, Skandia insurance. New assignments: L'Oréal-Alpin deodorant, Ambre Solaire, Baby Dop Eau Jeune, Floreal, Kerastase.

Norgard Mikkelsen Reklamebureau, Odense, reports gross income of \$1,100,000 on billings of

For International Media Buying

Advertising World The magazine for multinational advertising. Published six times per year.

Media Guide International gives you advertising rates and data for the world's leading newspapers, newsmagazines, business/trade publications, and airline inflight travel publications. Throughout the six annual volumes, mechanical specs are quoted in mm and inches, rates in local currencies and U.S. dollars. Write or call to place your order today!

To: **Directories International, Inc.**, 1718 Sherman Avenue, Evanston, Ill. 60201, USA
Phone: (312) 491-0019

- ☐ Please send me the complete **MEDIA GUIDE INTERNATIONAL** service today. Includes 1 yr. of Advertising World.
- ☐ Check for \$252 is enclosed.
- ☐ Please bill us. ☐ Send more information.

Name _____
Title _____
Company _____
Address _____
City _____
State _____ Zip _____
Telephone _____

DENMARK

\$7,200,000 for 1979, compared with gross income of \$1,100,000 on billings of \$6,600,000 for 1978. (In local currency, gross income was Dkr 5,600,000 on billings of Dkr 37,200,000 in 1979, compared with gross income of Dkr 5,500,000 on billings of Dkr 34,300,000 in 1978.) Media breakdown: Newspapers 30%; magazines 11%; business press 5%; transit advertising 1%; point of sale 6%; cinema 1%; direct mail, print, etc. 46%. Employees: 31. Accounts gained: Wittenborg, ASEA, Fertin, Taarup, Daloon, deltagraph. Accounts lost: camp-let, Skako.

Ogilvy & Mather Reklamebureau, Copenhagen, reports gross income of \$2,287,300 on billings of \$15,256,700 for 1979, compared with gross income of \$2,026,700 on billings of \$13,518,100 for 1978. (In local currency, gross income was Dkr 11,821,000 on billings of Dkr 78,846,000 in 1979, compared with gross income of Dkr 10,474,000 on billings of Dkr 69,861,000 in 1978.) Media breakdown: Newspapers 57%; magazines 14%; outdoor 4%; business press 14%; transit advertising 5%; cinema 6%. Employees: 62. Accounts gained: Glyngøer fish industry, Shulton, Limfjord Oyster Co., Bruun & Soerensen engineering, European Economic Community. Accounts lost: British Airways, Danish flour mills.

Scan-ad Reklamebureau, Aarhus, only reports billings of \$13,500,000 for 1979, compared with billings of \$12,000,000 for 1978. (In local currency, billings were Dkr 70,000,000 in 1979, compared with billings of Dkr 62,300,000 in 1978.) Media breakdown: Newspapers 35%; magazines 13%; supplements 10%; business press 5%; farm press 3%; point of sale 30%; cinema 4%. Employees: 90.

J. Walter Thompson Co., Copenhagen, reports gross income of \$978,734 on billings of \$5,285,104 for 1979, compared with gross income of \$790,947 on billings of \$4,236,454 for 1978. (In local currency, gross income was Dkr 5,058,056 on billings of Dkr 27,313,200 in 1979, compared with gross income of Dkr 4,087,579 on billings of Dkr 21,893,815 in 1978.) Media breakdown: Newspapers 35%; magazines 40%; outdoor 5%; other 20%. Employees: 20. Account gained: Rolex watches. Account lost: Ali Coffe A/S-coffee brand.

Weber & Soerensen Reklamebureau A/S, Aarhus, reports gross income of \$1,100,048 on billings of \$6,758,181 for 1979, compared with gross income of \$1,077,795 on billings of \$6,603,381 for 1978. (In local currency, gross income was Dkr 5,685,000 on billings of Dkr 34,926,000 in 1979, compared with gross income of Dkr 5,570,000 on billings of Dkr 34,126,000 in 1978.) Media breakdown: Newspapers 41.6%; magazines 3.4%; point of sale 0.8%; trade papers 15.1%; weekly district papers 39.1%. Accounts gained: Sportsgoods Adidas sportswear, Vilh. Nellesmann (Raleigh bicycles), Provinsbanken Dantherm oil heating. Accounts lost: Kgl. Brand insurance, Bruun & Soerensen engineering.

Young & Rubicam, Copenhagen, reports gross income of \$1,875,000 on billings of \$12,506,000 for 1979, compared with gross income of \$1,773,000 on billings of \$11,826,000 for 1978. (In local currency, gross income was Dkr 9,692,000 on billings of Dkr 64,631,000 in 1979, compared with gross income of Dkr 9,165,000 on billings of Dkr 61,117,000 in 1978.) Y&R does not report billings. Fig-

ures for billings are AA estimates. Media breakdown: Newspapers 48%; magazines 33%; outdoor 6%; business press 5%; cinema 1%; local district papers 7%. Employees: 41. Accounts gained: Granges Aluminium, ISS catering. Accounts lost: Hellesens, Kjersgaard, Tandberg.

DOMINICAN REPUBLIC

An exchange rate of 1 Peso = \$1 was used to determine both 1978 and 1979 gross income and billings.

Young & Rubicam Damaris, Santo Domingo, reports gross income of \$729,000 on billings of \$4,862,000 for 1979, compared with gross income of \$580,000 on billings of \$3,864,000 for 1978. Y&R did not report billings. Figures are AA estimates. Media breakdown: Newspapers 9%; magazines 2%; radio 25%; tv 22%; outdoor 2%; cinema 3%; other 38%. Employees: 44. Accounts gained: Maximo Gomez C. por A., Celso Perez C. por A., Casa Tonos.

DUBAI

The same 1979 rate of 27 dollars to the dirham was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out an 11% depreciation against the U.S. dollar based on the dirham's 1978 exchange rate of 30.

Lintas Middle East, Dubai, reports gross income of \$571,000 on billings of \$3,348,000 for 1979, compared with gross income of \$2,702 on billings of \$35,128 for 1978. (In local currency, gross income was Dirham 12,112,000 on billings of Dirham 12,390,000 in 1979, compared with gross income of Dirham 10,000 on billings of Dirham 130,000 in 1978.) Media breakdown: Newspapers 12%; magazines 9%; supplement 1%; radio 2%; tv 74%; cinema 2%. Employees: 14 in 1979 compared to 5 in 1978. Accounts gained: Al Jousuf Auto, D.H.L., Dubai Trade Centre, Emirates Markets & Stores, F.E.B., Hindustan Lever, Intercontinental Hotels (M. East), Port Authority of Jebel Ali, Rapid Data Systems. Account lost: Polaroid.

ECUADOR

The same 1979 rate of 9417 dollars to the sucre was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 19% depreciation against the U.S. dollar based on the sucre's 1978 exchange rate of 9425.

Organizaciones Norlop, Guayaquil, reports gross income of \$1,299,666 on billings of \$6,044,524 for 1979, compared with gross income of \$1,091,115 on billings of \$5,135,180 for 1978. (In local currency, gross income was Sucre 31,152,675 on billings of Sucre 144,952,000 in 1979, compared with gross income of Sucre 25,673,993 on billings of Sucre 120,827,777 in 1978.) Media breakdown: Newspapers 13%; magazines 5%; radio 15%; tv 59%; outdoor 2%; point of sale 4%; cinema 2%. Employees: 53. Accounts gained: Buchanan's Scotch whisky, Santa Carolina wines, Pirelli Tires, Bic Pens International, Loewenbrau Beer. Accounts lost: Fabrica de Cigarrillos el Progreso.

McCann-Erickson (Ecuador) Publicidad, Guayaquil, reports gross income of \$864,024 on billings of \$5,763,023 for 1979, compared with gross income of \$670,995 on billings of \$4,475,536 for 1978. (In local currency, gross income was Sucre 20,730,000 on billings of Sucre 138,202,000 in 1979, compared with gross income of Sucre 16,091,000 on billings of Sucre 107,327,000 in 1978.) Employees: 40. Accounts gained: Myrurgia (toiletries). New assignments: Gillette (Trinity, Trinity

Roll-on and Spray deodorants), L'Oreal (Brushing, Elseve Balsam). Assignments or brands lost: Buchanan (Black & White whisky).

EL SALVADOR

The same 1979 rate of 404 dollars to the colon was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 1% appreciation against the U.S. dollar based on the colon's 1978 exchange rate of 400.

APCU de El Salvador, San Salvador, reports gross income of \$227,250 on billings of \$1,515,000 for 1979, compared with gross income of \$177,760 on billings of \$1,183,720 for 1978. (In local currency, gross income was Colon 562,500 on billings of Colon 3,750,000 in 1979, compared with gross income of Colon 440,000 on billings of Colon 2,930,000 in 1978.) Media breakdown: Newspapers 15%; radio 25%; tv 55%; others 5%. Employees: 6. Accounts gained: Buffalo Prince Jeans, Standard Brands, S.C. Johnson.

McCann-Erickson Centroamericana (El Salvador), San Salvador, reports gross income of \$318,352 on billings of \$2,123,424 for 1979, compared with gross income of \$326,432 on billings of \$2,177,156 for 1978. (In local currency, gross income was Colon 788,000 on billings of Colon 5,256,000 in 1979, compared with gross income of Colon 808,000 on billings of Colon 5,389,000 in 1978.) Employees: 24. Accounts gained: Banco Mercantil, Polymer (plastics). New assignments: Miles (Chocks vitamins, Vitamiles with Iron). Accounts lost: Banco Salvadoreño, Camposanto La Resurrección, 3M. Assignments or brands lost: Sunimistros Industriales (hardware).

FINLAND

The same 1979 rate of 2596 dollars to the Finnish markka was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% appreciation of the Finnish markka against the dollar based on the markka's 1978 exchange rate of 256.

Oy AC-mainos, Helsinki, reports gross income of \$1,346,438 on billings of \$9,561,885 for 1979, compared with gross income of \$1,126,393 on billings of \$7,665,337 for 1978. (In local currency, gross income was Fmk 5,186,586 on billings of Fmk 36,833,149 in 1979, compared with gross income of Fmk 4,338,956 on billings of Fmk 29,527,494 in 1978.) Media breakdown: Newspapers 20%; magazines 16%; tv 36%; outdoor 0.8%; business press 9%; cinema 0.2%; other 18%. Employees: 39. Accounts gained: British Airways, Musik Fazer, Bergenheim-Yhtö/Reckitt & Colman, Finnearriers, Finnish Red Cross, Nilfisk/Industrial vacuum cleaners.

Ajan Mainos Oy, Helsinki, reports gross income of \$237,455 on billings of \$1,478,363 for 1979, compared with gross income of \$225,705 on billings of \$1,284,548 for 1978. (In local currency, gross income was Fmk 914,695 on billings of Fmk 5,694,771 in 1979, compared with gross income of Fmk 869,435 on billings of Fmk 4,949,336 in 1978.) Gross income and billings figures are based on a fiscal year, for both 1978 and 1979. Media breakdown: Newspapers 57%; magazines 24%; transit and outdoor advertising 6%; direct mail 13%. Employees: 15.

D'Arcy-MacManus & Masius, Helsinki, reports gross income of \$388,000 on billings of \$2,828,000 for 1979, compared with gross income of \$369,000 on billings of \$2,462,000 for 1978. (In local currency, gross income was Fmk 1,494,000 on billings of Fmk

10,893,000 in 1979, compared with gross income of Fmk 1,422,000 on billings of Fmk 9,482,000 in 1978.) Media breakdown: Newspapers 20%; magazines 25%; tv 45%; outdoor 2%; business press 5%; point of sale 3%. Employees: 10. Accounts gained: Fennia Insurance, Suomen Ulkomaankauppalitto, Konemuovi Oy, Reformi-Keskus Oy. Accounts lost: Messin Oy, Finnmap Oy.

Oy Ervaco, Helsinki, reports gross income of \$881,317 on billings of \$6,215,492 for 1979, compared with gross income of \$839,622 on billings of \$5,661,172 for 1978. (In local currency, gross income was Fmk 3,394,902 on billings of Fmk 23,942,226 in 1979, compared with gross income of Fmk 3,234,292 on billings of Fmk 2,807,389 in 1978.) Media breakdown: Newspapers 43.7%; magazines 13.2%; tv 13.5%; outdoor 4.1%; business press 8.1%; printed matter 17.4%. Employees: 27. Accounts gained: Oy Partek Ab, Suomen General Motors - Vauxhall, Bedford, Helsinki Televisio, Standard Advertising, Miele Oy, Talouseläma. Accounts lost: Oy Vikinglinja Ab, Reima Oy.

Finnad Advertising Agency, Helsinki, reports gross income of \$2,084,925 on billings of \$13,771,961 for 1979, compared with gross income of \$1,903,958 on billings of \$12,334,894 for 1978. (In local currency, gross income was Fmk 8,031,300 on billings of Fmk 53,050,700 in 1979, compared with gross income of Fmk 7,334,200 on billings of Fmk 47,515,000 in 1978.) Media breakdown: Newspapers 20%; magazines 48%; tv 23%; outdoor 2%; direct mail 1%. Employees: 54. New accounts: Nivea, Lohja, SKV, Dodge, Tamglass. Account lost: Telefunken.

Oy Goodwill, Helsinki, reports gross income of \$234,000 on billings of \$1,635,000 for 1979, compared with gross income of \$234,000 on billings of \$1,687,000 for 1978. (In local currency, gross income was Fmk 900,000 on billings of Fmk 6,300,000 in 1979, compared with gross income of Fmk 900,000 on billings of Fmk 6,500,000 in 1978.) Media breakdown: Newspapers 18%; magazines 26%; tv 50%; business press 5%; direct mail 1%. Employees: 8.

Oy Interplan, Helsinki, reports gross income of \$873,139 on billings of \$6,424,542 for 1979, compared with gross income of \$719,352 on billings of \$5,445,233 for 1978. (In local currency, gross income was Fmk 3,363,400 on billings of Fmk 24,747,850 in 1979, compared with gross income of Fmk 2,771,000 on billings of Fmk 20,975,475 in 1978.) Media breakdown: Newspapers 29%; magazines 39%; tv 30%; outdoor, cinema, direct mail 2%. Employees: 30.

Kauppamainos Oy, Helsinki, reports gross income of \$545,160 on billings of \$3,548,732 for 1979, compared with gross income of \$415,360 on billings of \$2,596,000 for 1978. (In local currency, gross income was Fmk 2,100,000 on billings of Fmk 13,670,000 in 1979, compared with gross income of Fmk 1,600,000 on billings of Fmk 10,000,000 in 1978.) Media breakdown: Newspapers 60%; magazines 20%; supplements 9%; tv 3%; business press 8%. Employees: 17.

Oy Liikemainonta-McCann AB, Helsinki, reports gross income of \$3,219,000 on billings of \$21,471,000 for 1979, compared with gross income of \$2,877,000 on billings of \$19,187,000 for 1978. (In local currency, gross income was Fmk 12,399,000 on billings of Fmk 82,701,000 in 1979, compared with

gross income of Fmk 11,081,000 on billings of Fmk 73,910,000 in 1978.) Employees: 82. Accounts gained: Fennia insurance, Kenka 2000 Oy shoes, L'Oreal hair care products, Oy Vikinglingia ferry, Palo-Paita clothing. New assignments: A-lehdet/Jaana magazine, Esso (car hire, tire and repair centers), General Motors-X-body car, Gillette Atra/Contour razor, Huhtakami Oy/Hellas bubblegum, Medica-corporate. Accounts lost: Essila women's wear, Sampo insurance, Sanoma Oy-Iita Sanomat (all resigned). Kauppakomppani/-Beiersdorf (Nivea cream). Assignment lost: Huhtamaki Oy/Hellas chocolate bar.

Lintas Oy, Helsinki, reports gross income of \$2,380,000 on billings of \$15,623,000 for 1979, compared with gross income of \$1,797,000 on billings of \$12,053,000 for 1978. (In local currency, gross income was Fmk 9,168,000 on billings of Fmk 60,181,000 in 1979, compared with gross income of Fmk 6,921,000 on billings of Fmk 46,432,000 in 1978.) Media breakdown: Newspapers 8%; magazines 9%; tv 77%; outdoor 1%; business press 4%; cinema 1%. Employees: 51. Account gained: Salora.

Oy Mainos Taucher Reklam, Helsinki, reports gross income of \$3,219,000 (estimate) on billings of \$24,088,300 for 1979, compared with gross income of \$2,732,000 on billings of \$18,710,200 for 1978. (In local currency, gross income was Fmk 12,400,000 (estimate) on billings of Fmk 92,790,000 in 1979, compared with gross income of Fmk 10,527,000 on billings of Fmk 72,073,000 in 1978.) Media breakdown: Newspapers 23.2%; magazines 19.2%; tv 35.5%; others 22%. Employees: 122. Accounts gained: Telephone company's association, Crawford door, City of Helsinki, Rivoli restaurants, Magazine Publishers' campaign for branded goods, Marek toys. Accounts lost: Salora tv, Fennia Insurance.

Mainostoimisto LSM Oy, Turku, reports gross income of \$877,000 on billings of \$6,551,000 for 1979, compared with gross income of \$1,004,000 on billings of \$6,878,000 for 1978. (In local currency, gross income was Fmk 3,380,000 on billings of Fmk 25,235,000 in 1979, compared with gross income of Fmk 3,869,000 on billings of Fmk 26,498,000 in 1978.) Gross income and billings figures are based on the 1978 and 1979 fiscal year. Media breakdown: Newspapers 38.3%; magazines 40.4%; supplements 2.8%; tv 17.4%; outdoor 0.5%; others 0.2%. Employees: 31.

Mainosyhtymä Oy, Helsinki, reports gross income of \$3,068,472 (estimate) on billings of \$24,517,188 for 1979, compared with gross income of \$2,380,567 on billings of \$19,477,921 for 1978. (In local currency, gross income was Fmk 11,820,000 (estimate) on billings of Fmk 94,442,174 in 1979, compared with gross income of Fmk 9,170,135 on billings of Fmk 75,030,514 in 1978.) Media breakdown: Newspapers 36%; magazines 21%; tv 29%; outdoor 2%; direct mail 12%. Employees: 111.

Markkinointi Viherjuuri Oy, Helsinki, reports gross income of \$2,185,000 on billings of \$14,020,000 for 1979, compared with gross income of \$1,919,000 on billings of \$12,457,000 for 1978. (In local currency, gross income was Fmk 8,417,000 on billings of Fmk 54,005,000 in 1979, compared with gross income of Fmk 7,392,000 on billings of Fmk 47,984,000 in 1978.) Media breakdown: Newspapers 38%; magazines 37%; tv 23%; other 2%. Employees: 60.

FINLAND

MK-mainos Oy, Helsinki, reports gross income of \$1,715,000 on billings of \$16,893,000 for 1979, compared with gross income of \$1,060,000 on billings of \$13,004,000 for 1978. (In local currency, gross income was Fmk 6,608,000 on billings of Fmk 65,072,000 in 1979, compared with gross income of Fmk 4,083,000 on billings of Fmk 50,093,000 in 1978.) Media breakdown: Newspapers 38%; magazines 17%; tv 42%; outdoor 3%. Employees: 61.

Ogilvy & Mather Oy, Helsinki, reports gross income of \$1,016,197 on billings of \$7,472,178 for 1979, compared with gross income of \$759,653 on billings of \$5,502,205 for 1978. (In local currency, gross income was Fmk 3,914,473 on billings of Fmk 28,783,427 in 1979, compared with gross income of Fmk 2,926,244 on billings of Fmk 21,194,933 in 1978.) Media breakdown: Newspapers 47%; magazines 19%; tv 21%; outdoor 2%; business press 9%; cinema 2%. Employees: 27. Accounts gained: Firestone, Kaukas, Shulton. Account lost: British Airways.

Reklamainos, Helsinki, reports gross income of \$956,507 on billings of \$4,843,455 for 1979, compared with gross income of \$826,238 on billings of \$4,131,226 for 1978. (In local currency, gross income was Fmk 3,684,540 on billings of Fmk 18,657,377 in 1979, compared with gross income of Fmk 3,182,736 on billings of Fmk 15,913,814 in 1978.) Media breakdown: Newspapers 60.7%; magazines 16.7%; tv 3.3%; outdoor 1.6%; business press 16.7%; cinema 0.2%; foreign newspapers and magazines 0.8%. Employees: 30.

Oy SEK, Helsinki, reports gross income of \$2,603,788 on billings of \$22,650,100 for 1979, compared with gross income of \$2,297,460 on billings of \$19,470,233 for 1978. (In local currency, gross income was Fmk 10,030,000 on billings of Fmk 87,250,000 in 1979, compared with gross income of Fmk 8,850,000 on billings of Fmk 75,000,900 in 1978.) Media breakdown: Newspapers 45%; magazines 29%; tv 24%; outdoor 2%. Employees: 83. Accounts gained: Kattohuopayhdystys r.y., Kirjavalitus Oy, Kotimaiset Kotitalouskoneet Oy, K. Oras Oy, Rohdos-Ala Oy, Sanoma Oy/Iltasanomat, Yhteisostot Oy. Accounts lost: Oy Karl Fazer -biscuits, Oy Nokia, Suomen Merivakuutus Osakeyhtiö.

Suomen Ilmoituskeskus Oy, Helsinki, reports gross income of \$826,151 on billings of \$6,206,880 for 1979, compared with gross income of \$656,814 on billings of \$5,332,936 for 1978. (In local currency, gross income was Fmk 3,182,400 on billings of Fmk 23,909,400 in 1979, compared with gross income of Fmk 2,530,100 on billings of Fmk 20,542,900 in 1978.) Media breakdown: Newspapers 31%; magazines 33%; tv 34%; outdoor 1%; business press 1%. Employees: 21. Accounts gained: Nordiska Investeringssbanken, 3M, A-Lehdet Oy, Enestam Ky, TLN. Accounts lost: Orion-yhtymä Oy Chymos, Sanitara Oy.

Topitorma Marketing, Helsinki, part of the Publicis Inter-marco-Farner European agency network, reports gross income of \$1,070,000 on billings of \$8,191,000 for 1979, compared with gross income of \$838,000 on billings of \$7,300,000 for 1978. (In local currency, gross income was Fmk 4,120,000 on billings of Fmk 31,553,000 in 1979, compared with gross income of Fmk 3,227,000 on billings of Fmk 28,122,000 in 1978.) Media breakdown: Newspapers

39%; magazines 25.1%; tv 32.8%; outdoor 1.4%; cinema 0.3%; other 1.4%. Employees: 37. Accounts gained: Aikala Kello, Pohjolan Kello ja Kulta Oy - retail jewelry, Aamunhyva oatmeal, Femex hi-fi, Kaunis Nainen - retail cosmetics, Koff mineral water, Viaporin beer. Accounts lost: Abeciat - Sergeant Pepper jeans, Futurumverken kitchen fans, ventilators, Lival lighting devices, Telko technical equipment, machines.

Turkama & Kumppanit Oy Mainostoimisto, Helsinki, reports gross income of \$2,510,794 on billings of \$16,545,659 for 1979, compared with gross income of \$1,918,261 on billings of \$12,602,981 for 1978. (In local currency, gross income was Fmk 9,671,781 on billings of Fmk 63,735,204 in 1979, compared with gross income of Fmk 7,389,294 on billings of Fmk 48,547,696 in 1978.) Media breakdown: Newspapers 44%; magazines 23%; supplements 12%; tv 18%; outdoor 3%. Employees: 76. Accounts gained: Rauma-Repola Oy, Rakenuskunta Haka, Salora Oy, Reima Oy. Account lost: G.A. Serlachius Oy.

Oy Valotorni, Helsinki, reports gross income of \$990,755 on billings of \$8,039,811 for 1979, compared with gross income of \$796,132 on billings of \$6,614,102 for 1978. (In local currency, gross income was Fmk 3,816,468 on billings of Fmk 30,969,997 in 1979, compared with gross income of Fmk 3,066,766 on billings of Fmk 25,478,050 in 1978.) Media breakdown: Newspapers 38.6%; magazines 10.1%; tv 39.5%; outdoor 1.1%; business press 7%; cinema 0.3%; others 3.4%. Employees: 37. Accounts gained: Euso-Gutzeit Oy, Helsingin Hotelli, ja Ravintola-koulu restaurant services, Virsu Oy. Accounts lost: Oy Union-Olyj, Suomen Palloilto.

FRANCE

The same 1979 rate of 237¢ dollars to the French franc was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% appreciation of the F franc against the dollar based on F franc's 1978 exchange rate of 230.

Ted Bates France, Paris, reports gross income of \$6,665,300 on billings of \$55,979,000 for 1979, compared with gross income of \$5,930,000 on billings of \$49,797,000 for 1978. (In local currency, gross income was FF28,100,000 on billings of FF236,000,000 in 1979, compared with gross income of FF25,000,000 on billings of FF209,940,000 in 1978.) Media breakdown: Newspapers 2%; magazines 19%; radio 6%; tv 71%; outdoor 1%; cinema 1%. Employees: 125. Accounts gained: Calor domestic appliances, Cinn furniture, Coop (a hi-fi and photo magazine), Leica cameras and SAE houses. Accounts lost: Hertz, Belin biscuits.

Bellier, Neuilly-sur-Seine, part of Eurocom, reports gross income of \$8,895,000 on billings of \$59,300,000 for 1979, compared with gross income of \$6,902,500 on billings of \$46,016,800 for 1978. (In local currency, gross income was FF37,500,000 on billings of FF250,000,000 in 1979, compared with gross income of FF29,100,000 on billings of FF194,000,000 in 1978.) Media breakdown: Newspapers 16%; magazines 16%; radio 25.8%; tv 32%; outdoor 8.2%; cinema 2%. Employees: 144. Accounts gained: Seyvior, Mercier, Cora, Cafe, Quotidien, SRD, Nouvel Economiste, Purina France, Hilti, Amora, Elizabeth Arden, Rozes, Laboratoires D'Anglais, Osawa, Husqvarna. Accounts lost: Di-Parco.

Benton & Bowles Publicite,

Paris, reports gross income of \$1,566,000 on billings of \$10,440,000 for 1979, compared with gross income of \$1,239,000 on billings of \$8,260,000 for 1978. (In local currency, gross income was FF6,600,000 on billings of FF44,002,000 in 1979, compared with gross income of FF5,222,000 on billings of FF34,815,000 in 1978.) Media breakdown: Magazines 45%; radio 16%; tv 23%; outdoor 15%; cinema 1%. Employees: 25. Accounts gained: Sara Lee, Banco de Brasil, Swish, Socar, Chiron, Verreries de Saint Gobain, Teissi de Teisseire. Account lost: Ambassadeur.

Leo Burnett, Paris, reports gross income of \$2,276,000 on billings of \$15,181,000 for 1979, compared with gross income of \$1,339,000 on billings of \$8,931,000 for 1978. (In local currency, gross income was FF9,595,000 on billings of FF64,000,000 in 1979, compared with gross income of FF5,645,000 on billings of FF37,652,000 in 1978.) Employees: 42. Accounts gained: Olive Oil Board, Lesieur toilet cleaner, Nestle (Maggi culinary aids, Tortillos snacks), Midas muffler shops, Manpower, Dufour/Tabur sailboats. Account lost: Richardson-Merrell (Oil of Olay, Hegor shampoos).

CLM/BBDO, Paris, reports gross income of \$4,037,000 on billings of \$26,900,000 for 1979, compared with gross income of \$3,125,000 on billings of \$20,874,000 for 1978. (In local currency, gross income was FF17,020,000 on billings of FF113,400,000 in 1979, compared with gross income of FF13,175,000 on billings of FF88,000,000 in 1978.) Media breakdown: Newspapers 3%; magazines 36%; radio 17%; tv 31%; outdoor 8%; business press 4%; cinema 1%. Employees: 59. Accounts gained: Belin, Meccano Miro, Mitsubishi, McCain. Accounts lost: Beaugrenelle, Lancome.

Createurs Associes, Paris, reports only billings of \$45,542,000 for 1979, compared with billings of \$33,208,000 for 1978. (In local currency, billings were FF192,000,000 in 1979, compared with billings of FF140,000,000 in 1978.) Media breakdown: Newspapers 11%; magazines 12%; radio 36%; tv 17%; outdoor 10%; cinema 2%. Employees: 63. Accounts gained: Lee jeans, Manufacture de Blainville, Eurest Group SMO, Vegetaline, Polistil, Radio France, Photo Journal. Account lost by agency in 1979: AVI.

Crehalet-Foliot-Robert & Partners, Paris, reports gross income of \$4,981,000 on billings of \$33,208,000 for 1979, compared with gross income of \$3,465,000 on billings of \$23,100,000 for 1978. (In local currency, gross income was FF20,999,800 on billings of FF140,004,900 in 1979, compared

with gross income of FF14,608,440 on billings of FF97,389,600 in 1978.) Media breakdown: Newspapers 4%; magazines 22%; radio 13%; tv 27%; outdoor 12%; business press 4%; cinema 1%; other print 7%; sales promotion 10%. Employees: 60. Account gained: Annexe I. Account lost: Pantashop.

D'Arcy-MacManus & Masius, Paris, reports gross income of \$2,317,000 on billings of \$15,452,000 for 1979, compared with gross income of \$1,772,000 on billings of \$11,945,000 for 1978. (In local currency, gross income was FF9,767,000 on billings of FF65,145,000 in 1979, compared with gross income of FF7,469,000 on billings of FF50,359,000 in 1978.) Media breakdown: Newspapers 2%; magazines 15%; radio 8%; tv 73%; outdoor 1%; cinema 1%. Employees: 45. Accounts gained: Colgate (Prairial shampoo), Mars (Banjo, Snickers), Vivitar, Rockwood, Unisabi (Buster), Impact (Phonogram), Uncle Ben's Varieties, John Player cigarettes, Nestle. Account lost: Tri-Room.

Doyle Dane Bernbach SARL, Paris, reports gross income of \$3,463,000 on billings of \$24,396,000 for 1979, compared with gross income of \$3,700,000 on billings of \$24,384,000 for 1978. (In local currency, gross income was FF14,600,000 on billings of FF102,850,000 in 1979, compared with gross income of FF15,600,000 on billings of FF102,800,000 in 1978.) Employees: 62. Accounts gained: Henkel, Jaz, Johnson, Major, Reckitt & Coleman, Labo Expanscience. Accounts lost: Stenval, Williams, Wrangler, Gan, Eminence, Saba, J. Vabre.

Dupuy-Compton & Associes, Neuilly-sur-Seine reports gross income of \$7,116,000 on billings of \$49,812,000 for 1979, compared with gross income of \$6,333,000 on billings of \$43,882,000 for 1978. (In local currency, gross income was FF30,000,000 on billings of FF210,000,000 in 1979, compared with gross income of FF26,700,000 on billings of FF185,000,000 in 1978.) Media breakdown: Newspapers 4%; magazines 24%; farm press 1%; radio 12%; tv 33%; outdoor 12%; business press 2%; transit advertising 1%; point of sale 8%; cinema 3%. Employees: 128. Accounts gained: Citroen, Morey, Collective de la Chimie, Uniriz, IBM Europe, Sheraton, Wonder, Huit, Pont a Mousson. Account lost: Cointreau.

FCGM-Univas, Paris, part of Univas network, reports gross income of \$8,764,500 on billings of \$58,470,000 for 1979, compared with gross income of \$6,190,900 on billings of \$41,272,800 for 1978. (In local currency, gross income was FF36,950,000 on billings of FF240,500,000 in 1979, compared with gross income of FF26,100,000

on billings of FF174,000,000 in 1978.) Media breakdown: Newspapers 6%; magazines 20%; supplements 1%; radio 32%; tv 31%; outdoor 9%; business press 1%; transit advertising 1%; point of sale 2%; cinema 2%. Employees: 149. Accounts gained: Fromageries des Chaumes, Triumph International, Tourisme Canadian, Sopexa Munster, Durex, Mennen, Spado, Renault Vehicules Industrials, L.A.D. Vichy, Rivoire & Carret.

EDIP, Paris, reports gross income of \$2,504,300 on billings of \$16,695,300 for 1979, compared with gross income of \$2,314,500 on billings of \$15,431,000 for 1978. (In local currency, gross income was FF10,558,000 on billings of FF70,384,000 in 1979, compared with gross income of FF9,758,000 on billings of FF65,055,000 in 1978.) Media breakdown: Newspapers 15%; magazines 60%; radio 17%; tv 6%; outdoor 2%. Employees: 39. Accounts gained: Bidegain, Bio-Son, Lanson, Materic-Lundia/Atema, Saudia. Account resigned in 1979: Trans World Airlines.

Euro-Advertising, Lyon, reports gross income of \$3,033,400 on billings of \$20,224,200 for 1979, compared with gross income of \$2,702,730 on billings of \$18,027,200 for 1978. (In local currency, gross income was FF 12,788,364 on billings of FF 85,262,225 in 1979, compared with gross income of FF 11,394,308 on billings of FF 76,000,000 in 1978.) Employees: 57.

Euro-Advertising, Paris, reports gross income of \$2,399,000 on billings of \$16,000,000 for 1979, compared with gross income of \$2,125,000 on billings of \$14,173,750 for 1978. (In local currency, gross income was FF 10,113,827 on billings of FF 67,453,625 in 1979, compared with gross income of FF 8,958,685 on billings of FF 59,745,426 in 1978.) Employees: 47.

Exact Conseil, Neuilly-sur-Seine, reports gross income of \$794,620 on billings of \$5,930,000 for 1979, compared with gross income of \$759,040 on billings of \$5,218,400 for 1978. (In local currency, gross income was FF3,350,000 on billings of FF25,000,000 in 1979, compared with gross income of FF3,200,000 on billings of FF22,000,000 in 1978.)

Media breakdown: Newspapers 2%; magazines 45%; radio 5%; tv 5%; direct mail 10%; point of sale 15%; cinema 5%. Employees: 19. Accounts gained: Rousselot/Sader, Triplex, Peugeot Outillage Electrique. Accounts lost: Superior, Apilmo.

Faits et Communication, Neuilly-sur-Seine, part of Eurocom, reports gross income of \$3,913,800 on billings of \$26,092,000 for 1979, compared with gross income of \$3,202,000 on billings of \$21,348,000 for 1978. (In local currency, gross income was FF16,500,000 on billings of FF110,000,000 in 1979, compared with gross income of FF13,900,000 on billings of FF90,000,000 in 1978.)

Media breakdown: Newspapers 5%; magazines 33%; radio 16.5%; tv 32%; outdoor 11.5%; cinema 2%. Employees: 60. Accounts gained: E.G.T., Meccarillos, Singer Musique, Distrimex, Sepimo, Sacem, Breguet, Florilege. Account lost: Bricorama.

Feldman Callex Associes, Paris, including FCA Lyon, FCA Mediterranée, FCA Nord Ouest, LK and Markwater, reports gross income of \$6,457,000 on billings of \$43,050,000 for 1979, compared



"An extinguished cigaret means more freedom won," notes caption on this no-smoking campaign oriented to teenagers. Agency: CFRP, Paris.

FRANCE

with gross income of \$5,318,900 on billings of \$35,457,000 for 1978. (In local currency, gross income was FF27,223,000 on billings of FF181,496,000 in 1979, compared with gross income of FF22,421,000 on billings of FF149,481,000 in 1978.)

Media breakdown: Newspapers 3%; magazines 25%; radio 24%; tv 28%; outdoor 18%; cinema 2%. Employees: 104. Accounts gained: Findus, CII Honeywell-Bull, Phas, Honda, Beurre (Collective), Le Droff, Dietina, Le Robert, Cornig, SNCF. Accounts lost: Mutzig, Piper, Diners.

GGK Paris, reports gross income of \$1,067,000 on billings of \$7,116,000 for 1979, compared with gross income of \$302,000 on billings of \$2,016,000 for 1978. (In local currency, gross income was FF4,500,000 on billings of FF30,000,000 in 1979, compared with gross income of FF1,275,000 on billings of FF8,500,000 in 1978.)

Media breakdown: Newspapers 47%; radio 13%; tv 5%; outdoor 31%; cinema 4%. Employees: 25. Accounts gained: Bergasol, Kosmetik (Broxodent), Koerperpflege (Roller), Wohnwagen (Marie Claire), Verlagserzeugnisse, Spello, Plastikfahrrader (Uniroyal), Reifen.

Grey France, Paris, reports gross income of \$5,109,000 on billings of \$35,510,000 for 1979, compared with gross income of \$4,658,000 on billings of \$33,854,000 for 1978. (In local currency, gross income was FF21,540,000 on billings of FF149,705,000 in 1979, compared with gross income of FF19,638,000 on billings of FF142,725,000 in 1978.)

Name of agency changed from Dorland & Grey to Grey France. Media breakdown: Newspapers 43%; radio 5%; tv 44%; outdoor 5%; cinema 2%. Accounts gained: Beecham, Air Madagascar, Braniff, Gervais Danone, Caisse Regionale du Credit Agricole, Deleise Bank, General Mills, Marine Engines, Babymarche Shoes, Lesney Toys.

Havas-Conseil, Neuilly-sur-Seine, part of Eurocom, reports gross income of \$11,279,000 on billings of \$75,192,400 for 1979, compared with gross income of \$9,286,000 on billings of \$61,909,200 for 1978. (In local currency, gross income was FF47,550,000 on billings of FF317,000,000 in 1979, compared with gross income of FF39,150,000 on billings of FF261,000,000 in 1978.)

Media breakdown: Newspapers, magazines and business press 54%; radio 11%; tv 24%; outdoor 7%; cinema 4%. Employees: 198. Accounts gained: Henkel (cleaning products), Andre (shoe stores), Ma-

girus (trucks), Meridien (hotels), C.A.C. (brokers association), Clarence (shirtmaker), Tabur Dufour (yacht builder), Colza (oil), S.I.S. (data processing convention), French Telephone Administration. Accounts lost: ONET (tourism).

Homsy-Delafose et Associes, Paris, reports gross income of \$5,160,000 on billings of \$34,400,000 for 1979, compared with gross income of \$4,270,000 on billings of \$28,500,000 for 1978. (In local currency, gross income was FF21,753,000 on billings of FF145,025,000 in 1979, compared with gross income of FF18,001,000 on billings of FF120,151,000 in 1978.) Accounts gained: NCR (computers), Balmain, Group Maison Familial, Baby Relax, Laboratoire Scherring-Unitilabo, Marcillat (cheese), Motobecane, R.J. Reynolds (new product), Union de Brasseries (Panach).

Impact-FCB, Paris, reports gross income of \$6,134,500 on billings of \$40,917,700 for 1979, compared with gross income of \$5,551,100 on billings of \$37,026,100 for 1978. (In local currency, gross income was FF25,862,500 on billings of FF172,503,000 in 1979, compared with gross income of FF23,402,000 on billings of FF156,096,800 in 1978.) Media breakdown: Newspapers 7%; magazines 45%; edition 21%; radio 19%; tv 7%; outdoor 1%. Employees: 92. Accounts gained: British Airways, Carte Bleue, Castle & Cooke, Franklin Simon, International Laboratoire, Gillette, Stereoplay, Carrefour National, Lesieur, Hiram Walker. Accounts lost: Optic 200, Sovogia, EFA, Desede, Galenic, Bionorm, Koen Visser.

Intermarco-Conseil, Paris, reports gross income of \$9,385,000 on billings of \$62,597,000 for 1979, compared with gross income of \$8,024,000 on billings of \$53,517,000 for 1978. (In local currency, gross income was FF39,565,000 on billings of FF263,899,000 in 1979, compared with gross income of FF33,826,000 on billings of FF225,619 in 1978.) Media breakdown: Newspapers 5%; magazines 26%; radio 7%; tv 38%; outdoor 22%; point of sale 2%. Employees: 158. Accounts gained: Aer Lingus, Delsey bagages, Bata shoes, Friskies dry cat food/dietetic pet food, Eugene Gallia, Coriandre perfume, 4th International Flower Show, Henkel Mohair wool-wash, Johnson Raid insecticide, Pfizer Laboratories, St. Marcel sport shoes, August Storck confectionery, Tempo-Sanys feminine hygiene, Trico-maille sportswear, Valvoline motor oil. Accounts lost: Formica, Johnson Pliz, Lumoprint.

Lintas: Paris, reports gross income of \$9,910,000 on billings of

\$70,112,000 for 1979, compared with gross income of \$7,864,000 on billings of \$58,876,000 for 1978. (In local currency, gross income was FF41,777,000 on billings of FF295,581,000 in 1979, compared with gross income of FF33,153,000 on billings of FF248,212,000 in 1978.) Media breakdown: Newspapers 1%; magazines 16%; radio 12%; tv 54%; outdoor 5%; business press 1%; point of sale 4%; other 7%. Employees: 108. Accounts gained: Astra Calve-Fruit D'Or mayonnaise, Lever/Domestos, Elida Gibbs, Puget Olive Oil, Igloo frozen foods, Sopalin Freedom, Radar-Distribution, Lumoprint France SA, French Federation of Insurance Cos., DMC/Tapestry homemade rug, Ciba-Geigy Moquette a sec carpet shampoo. Account lost: Phenix Group.

Maime Arnodin Fayolle International Associes, Paris, reports gross income of \$2,101,500 on billings of \$15,370,500 for 1979, compared with gross income of \$1,573,800 on billings of \$11,824,000 for 1978. (In local currency, gross income was FF8,860,000 on billings of FF64,800,000 in 1979, compared with gross income of FF6,635,000 on billings of FF49,850,000 in 1978.) Media breakdown: Newspapers 2%; magazines 49%; press relations 4%; radio 4%; tv 18%; outdoor 12%; point of sale 8%; cinema 3%. Employees: 41. Accounts gained: France Riz (food), Yves Saint Laurent (pens, lighters).

MAO Akjaly Stollerman, Paris, reports gross income of \$2,490,600 on billings of \$19,213,200 for 1979, compared with gross income of \$2,366,000 on billings of \$18,138,800 for 1978. (In local currency, gross income was FF10,500,000 on billings of FF81,000,000 in 1979, compared with gross income of FF9,975,000 on billings of FF76,475,000 in 1978.) Media breakdown: Newspapers 15%; magazines 16%; edition 8%; exhibitions 3%; radio 9%; tv 16%; outdoor 12%; business press 16%; point of sale 5%. Employees: 35. Account gained: American Cyanamid (Trepik).

Marsteller International, Paris, only reports gross income of \$1,259,345 for 1979, compared with gross income of \$814,999 for 1978. Employees: 25.

McCann-Erickson (France), Paris, reports gross income of \$7,938,000 on billings of \$52,947,000 for 1979, compared with gross income of \$7,042,000 on billings of \$46,968,000 for 1978. (In local currency, gross income was FF33,462,000 on billings of FF223,192,000 in 1979, compared with gross income of FF29,687,000 on billings of FF198,012,000 in 1978.) Employees: 145. Accounts gained: Clin-Midy/Copar (Topset chocolate bar), Eternit building materials/estate, Kaufman and Broad real estate, Le Matin, Miele household appliances. New assignments: Gillette razors and blades, I.C.I. (Perspex plastic), L'Oreal (Kerastase shampoo, hair-spray). Accounts lost: Sepimo/Gefic real estate, Zanussi household appliances (resigned). Assignment lost: Gillette writing instruments, after shave.

Norman, Craig & Kummel, Paris, reports gross income of \$6,149,200 on billings of \$41,012,000 for 1979, compared with gross income of \$5,554,000 on billings of \$37,027,000 for 1978. (In local currency, gross income was FF25,924,000 on billings of FF172,900,000 in 1979, compared with gross income of FF23,415,000 on billings of FF156,100,000 in 1978.) Media breakdown: Newspapers 5%; magazines 27%; radio 13%; tv 45%; outdoor 2%; business



"Socks aren't hiding anymore" is the headline of this R&D Ketchum-created poster ad for Kindy socks. Variations on the Paris agency's ad include nuns and monks as the sock-wearers.

press 2%; point of sale 6%. Employees: 109. Accounts gained: Rivesaltes aperitive, S.N.C.F. cargo div., Bloo, Johnson Car Prods., Johnson's Reanove spot cleaner, Riziana Rice, Ajax toilet bowl cleaner, Toastinette cheese, Life Savers' Bubble Yum, Agency for Energy Saving. Accounts lost: Arcopal (Durand), Gerard Fortier.

O.P.F.-Univas, Paris, reports gross income of \$1,311,700 on billings of \$5,587,400 for 1979, compared with gross income of \$1,209,700 on billings of \$4,614,700 for 1978. (In local currency, gross income was FF5,530,000 on billings of FF23,556,000 in 1979, compared with gross income of FF5,100,000 on billings of FF19,455,000 in 1978.) Media breakdown: Newspapers 21%; radio 3%; outdoor 10%; business press 55%; other (unspecified) 11%. Employees: 30.

Ogilvy & Mather, Paris, reports gross income of \$4,918,105 on billings of \$37,952,000 for 1979, compared with gross income of \$3,898,300 on billings of \$32,496,400 for 1978. (In local currency, gross income was FF20,734,000 on billings of FF160,000,000 in 1979, compared with gross income of FF16,435,000 on billings of FF137,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 22%; below line/direct mail 9%; radio 19%; tv 42%; outdoor 6%; point of sale 3%; cinema 3%. Employees: 91. Accounts gained: Richardson-Merrell (Hegor shampoo, Petrole Hahn hair lotion), Unilever (The Elephant/Infusion Lipton), Rowntree Mackintosh (Chocoreve), Kimberley Clark (Kleenex), Toro, TWA. Accounts lost: Uniroyal, British Airways.

Performance Conseil, Paris, part of Eurocom, reports gross income of \$3,874,900 on billings of \$25,617,600 for 1979, compared with gross income of \$2,887,700 on billings of \$19,250,700 for 1978. (In local currency, gross income was FF16,336,000 on billings of FF108,000,000 in 1979, compared with gross income of FF12,174,000 on billings of FF81,158,000 in 1978.) Media breakdown: Newspapers 13%; magazines 30%; radio 8%; tv 21%; outdoor 18%; cinema 10%. Employees: 63. Accounts gained: Ministere de l'Environnement, Honore Janin, La Quinoleine, Continental, Telic, Grand Marnier, Vico, Ideal, Standard. Accounts lost: Rivoire et Carret.

Presence, Paris, reports gross income of \$1,070,000 on billings of \$8,190,000 for 1979, compared with gross income of \$810,000 on billings of \$6,170,000 for 1978. (In local currency, gross income was FF4,500,000 on billings of

FF34,500,000 in 1979, compared with gross income of FF3,400,000 on billings of FF26,000,000 in 1978.) Media breakdown: Magazines 40%; radio 7%; tv 40%; outdoor 6%; business press 3%; cinema 4%. Employees: 24.

Publicis Conseil, Paris, reports gross income of \$29,215,000 on billings of \$201,214,000 for 1979, compared with gross income of \$22,818,000 on billings of \$156,906,000 for 1978. (In local currency, gross income was FF123,167,000 on billings of FF848,290,000 in 1979, compared with gross income of FF96,197,000 on billings of FF661,494,000 in 1978.) Media breakdown: Newspapers and magazines 39%; radio 13%; tv 15%; outdoor and transit advertising 15%; cinema 4%; other (unspecified) 14%. Employees: 419. Accounts gained: I.B.M. (corporate image), Deville heating, Gringoire (Pillsbury biscuits), Spanish National Tourist Board, Rigal (Rouquefort cheese), Ray Marjory (ready-to-wear), French National Highway Assn., Ministry of Agriculture (forest fire prevention, Sopena (powdered milk promotion, cream cheese promotion, children's milk promotion), Elanco/Eli Lilly France (Rubigan 4 vine protector), Foucray (wallpaper paint), Galeries Lafayette (department store), Anti-grippe vaccinations, Superior luggage, Lunor (vacuum-packed potatoes), Pampryl juice, Hachette (publishing, new products), Paul Mausner (ready-to-wear), Vamo (Reddy table oil and margarine, margarine Fama), Heineken (Amstel beer), Colgate (Prairie soap, new pharmaceutical toothpaste). Account lost: Cristal d'Arques.

Publi-Service Societe Nouvelle, Neuilly-sur-Seine, part of Campbell-Ewald, reports gross income of \$4,164,000 on billings of \$27,773,000 for 1979, compared with gross income of \$4,596,000 on billings of \$30,657,000 for 1978. (In local currency, gross income was FF17,558,000 on billings of FF117,111,000 in 1979, compared with gross income of FF19,377,000 on billings of FF129,245,000 in 1978.) Employees: 94.

R&D Ketchum, Paris, reports gross income of \$1,529,900 on billings of \$10,199,600 for 1979, compared with gross income of \$1,423,200 on billings of \$9,488,000 for 1978. (In local currency, gross income was FF6,450,000 on billings of FF43,000,000 in 1979, compared with gross income of FF6,000,000 on billings of FF40,000,000 in 1978.) Accounts gained: Miro Meccano, Carlsberg beer, Zanussi Prods., Poulain chocolate, Tia Maria, Montblanc, Sheaffer Pen, Berton & Sicard, Bismupharm, Fluocaril, Pharmy-giene. Accounts lost: Cottonflor,



The pleasures of a sun-and-beach vacation are emphasized in Club Mediterranee ads that run during the winter months. Agency: Synergie Kenyon & Eckhardt, Paris.

FRANCE

Arthur Bonnet, Hydome (re-signed).

Roux Seguela Cayzac & Goudard, Paris, reports gross income of \$14,599,660 on billings of \$97,300,000 for 1979, compared with gross income of \$12,453,000 on billings of \$83,020,000 for 1978. (In local currency, gross income was FF 61,550,000 on billings of FF 410,202,360 in 1979, compared with gross income of FF 52,500,000 on billings of FF 350,000,000 in 1978.) Both gross income and billings are AA estimates.

Synergie, Kenyon & Eckhardt, Paris, reports gross income of \$7,590,000 on billings of \$64,756,000 for 1979, compared with gross income of \$7,733,000 on billings of \$57,758,000 for 1978. (In local currency, gross income was FF32,000,000 on billings of FF273,000,000 in 1979, compared with gross income of FF32,600,000 on billings of FF243,500,000 in 1978.) Media breakdown: Newspapers 11%; magazines 40%; radio 13%; tv 18%; outdoor 11%; point of sale 8%; cinema 1%. Employees: 156. Accounts gained: Perrault (Chamois d'Or, Vieux Pane, Bourrine), Beecham Caze (produit en développement), Laboratoires Monot (Alginic), Robotcoupe, Editions du Linteau, Cote D'Or Balenciaga, Schiaj arelli, Alisarda, Elf Aquitaine, Sead (produit en développement). Accounts lost: Le Robert, Miele, Vegetaline.

TBWA France, Paris, reports gross income of \$6,375,000 on billings of \$42,500,000 for 1979, compared with gross income of \$5,745,000 on billings of \$38,300,000 for 1978. (In local currency, gross income was FF26,876,000 on billings of FF179,174,000 in 1979, compared with gross income of FF24,220,000 on billings of FF161,465,000 in 1978.) Media breakdown: Newspapers 5%; magazines 27%; radio 25%; tv 13%; outdoor 10%; business press 5%; cinema 5%; other (unspecified) 10%. Employees: 100. Accounts gained: Cadbury Chocolates, Kleber Tires, Superga sports shoes, Barilla Pasta, Johnnie Walker Black Label, Granini fruit juices. Accounts lost: Guy Laroche, Vichy, CBS Records.

J. Walter Thompson, Paris, reports gross income of \$4,577,900 on billings of \$31,547,600 for 1979, compared with gross income of \$3,842,640 on billings of \$26,092,000 for 1978. (In local currency, gross income was FF19,300,000 on billings of FF133,000,000 in 1979, compared with gross income of FF16,200,000



"Men from Mennen," distributed by L'Oreal, is new campaign from Ecom, the flagship agency of the Univas international network.

with gross income of FF16,200,000 1978.) Media breakdown: Newspapers 2%; magazines 30%; radio 10%; tv 47%; cinema 1%. Employees: 82. Accounts gained: National Airlines, Teledyne Water Pik, WECA Windermere Int. Accounts lost: Gillette.

Young & Rubicam France, Paris, reports gross income of \$12,772,000 on billings of \$85,189,000 for 1979, compared with gross income of \$10,638,000 on billings of \$70,955,000 for 1978. (In local currency, gross income was FF53,844,000 on billings of FF359,148,300 in 1979, compared with gross income of FF44,849,000 on billings of FF299,139,000 in 1978.) Y&R does not report billings. Figures reported are AA estimates. Also, gross income figures include Wunderman International and Cato Johnson Associates.

Media breakdown: Newspapers 6%; magazines 19%; radio 17%; tv 51%; outdoor 7%. Employees: 235. Accounts gained: Maison Phenix, Union Carbide, Lab Villant, General Foods (Krem Crocs), Amora, Belhosen, Belin, Lesieur, Vitos, Finud, SEB. Accounts lost: Lustucru, L'Huissier, Guerlain.

GHANA

The same 1979 rate of .364 dollars to the cedi was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 34% depreciation against the U.S. dollar based on the cedi's 1978 exchange rate of .348.

Lintas Ghana, Accra, reports gross income of \$164,000 on billings of \$978,000 for 1979, compared with gross income of \$147,000 on billings of \$840,000 for 1978. (In local currency, gross income was Cedi 451,000 on billings of Cedi 2,689,500 in 1979, compared with gross income of Cedi 404,250 on billings of Cedi 2,310,000 in 1978.) Media breakdown: Newspapers 37%; supplements 11%; radio 13%; tv 37%; cinema 2%. Employees: 24.

GREECE

The same 1979 rate of .628 dollars to the Greek drachma was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 6.3% depreciation of the drachma against the dollar based on drachma's 1978 exchange rate of .629.

AC + R Bates Hellas, Athens, reports gross income of \$467,787 on billings of \$2,851,964 for 1979, compared with gross income of \$293,855 on billings of \$1,852,981 for 1978. (In local currency, gross income was Drs. 16,184,432 on billings of Drs. 98,683,887 in 1979, compared with gross income of Drs. 10,168,000 on billings of Drs. 64,117,000 in 1978.) Media breakdown: Newspapers 10%; magazines 6%; radio 1%; tv 72%; printing 11%. Employees: 22. Accounts gained: Jil men's underwear, Porto Karras, Fiat/Polonez and Fiat/Polski automobiles, Ba-

cardi rum, La Chrysotheque-Zolotas (jewelry), Magirus-Deutz Hellas trucks. Account lost: Katrantzorspor-retail.

Adel-Hellenic Advertising, Athens, reports gross income of \$766,000 on billings of \$5,057,500 for 1979, compared with gross income of \$763,000 on billings of \$4,913,000 for 1978. (In local currency, gross income was Drs. 26,500,000 on billings of Drs. 175,000,000 in 1979, compared with gross income of Drs. 26,400,000 on billings of Drs. 170,000,000 in 1978.) Media breakdown: Newspapers 16%; magazines 11%; radio 3%; tv 62%; outdoor 1%; point of sale 6%. Employees: 38. Accounts gained: Harlequin books, Bravo coffee, Ericsson telecommunications, ETVA investment bonds, Heronia travel agency, J. Deere construction equipment, Katrantzorspor department store, Motivo dresses/shirts, Vepal aluminum, WEA records, Westinghouse air conditioning, Elios underwear. Accounts lost: Black & Decker, Cair, Yamaha, Shell consumer products.

Alector, Athens, reports gross income of \$776,793 on billings of \$5,592,150 for 1979, compared with gross income of \$708,050 on billings of \$5,375,400 for 1978. (In local currency, gross income was Drs. 26,878,632 on billings of Drs. 193,500,000 in 1979, compared with gross income of Drs. 24,500,000 on billings of Drs. 186,000,000 in 1978.) Media breakdown: Newspapers 14%; magazines 14%; radio 8%; tv 59%; cinema 2%. Employees: 42. Accounts gained: Moulinex appliances, Tulip luncheon meat, Cremita-Giotis baby cream, Tommee Tippee children's items, Citizen and Longines watches, Chionati flour of Allatini, Pallas 100 cigarettes, Carnation strawberry milk, Yankee-Danish chocolate bar. Account lost: Amstel beer.

D'Arcy-MacManus & Masius, Athens, reports gross income of \$434,000 on billings of \$2,893,000 for 1979, compared with gross income of \$332,000 on billings of \$2,217,000 for 1978. (In local currency, gross income was Drs. 15,000,000 on billings of Drs. 100,100,000 in 1979, compared with gross income of Drs. 11,500,000 on billings of Drs. 76,700,000 in 1978.) Media breakdown: Newspapers 18%; magazines 14%; radio 2%; tv 45%; outdoor 3%; business press 1%; point of sale 2%; cinema 4%; print 11%. Employees: 23. Accounts gained: Majorette toys, Pierre Cardin men's wear, Harpic liquid. Account lost: Karpex.

D.D. Dimou Publicity, Athens, reports gross income of \$777,410 on billings of \$5,185,325 for 1979, compared with gross income of \$621,350 on billings of \$4,144,260 for 1978. (In local currency, gross

income was Drs. 26,900,000 on billings of Drs. 179,423,000 in 1979, compared with gross income of Drs. 21,500,000 on billings of Drs. 143,400,000 in 1978.) Media breakdown: Newspapers 30%; magazines 12%; radio 3%; tv 37%; outdoor 3%; cinema 2%; production 13%. Employees: 41. Accounts gained: Curry, Consumer Association, Melo candy and gum, Aluminum of Greece, Dom S.A. Accounts lost: Perla salt, Mackenzie Scotch.

Epsilon-Epsilon, Athens, reports gross income of \$154,000 on billings of \$1,017,000 for 1979, compared with gross income of \$116,000 on billings of \$783,000 for 1978. (In local currency, gross income was Drs. 5,340,000 on billings of Drs. 35,200,000 in 1979, compared with gross income of Drs. 4,000,000 on billings of Drs. 27,000,000 in 1978.) Media breakdown: Newspapers 11%; magazines 23%; radio 1%; tv 45%; production 19%; research 1%. Employees: 12. Accounts gained: Thessaloniki International Trade Fair, Laxatol laxatives, Pepsy-100 antacids, Sileron body cosmetics, S.U.S. (kitchen utensils-stainless steel), Calcium Palma vitamins, Chen Yu beauty products.

Euro-Advertising, Athens, reports gross income of \$621,350 on billings of \$4,219,400 for 1979, compared with gross income of \$369,920 on billings of \$2,849,400 for 1978. (In local currency, gross income was Drs. 21,500,000 on billings of Drs. 146,000,000 in 1979, compared with gross income of Drs. 12,800,000 on billings of Drs. 98,600,000 in 1978.) Media breakdown: Newspapers 15%; magazines 14%; radio .5%; tv 48%; outdoor 3%; business press 1%; point of sale .5%; cinema 4%; printing 7%; tv production 7%. Employees: 28. Accounts gained: Firestone tires, Dunhill lighters, Cinzano aperitif, Sekap cigarettes, Cross pens and pencils, Calpak-BP's solar heaters. Account lost: Solcafe instant coffee.

FCB Middle East, Athens/Beirut, with headquarters in Athens, reports gross income of \$322,215 on billings of \$2,149,174 for 1979. (In local currency, gross income was Drs. 11,149,307 on billings of Drs. 74,365,882 in 1979.) The agency just began operations in 1979. Media breakdown: Newspapers 18%; magazines 53%; radio 10%; tv 11%; outdoor 5%; cinema 3%. Employees: 11. Accounts gained: Brown & Williamson, Kraft, Wrigley.

Geo Advertising & Marketing, Athens, reports gross income of \$108,606 on billings of \$657,000 for 1979, compared with gross income of \$95,294 on billings of \$595,590 for 1978. (In local currency, gross income was Drs. 3,758,000 on billings of Drs. 22,736,000 in 1979, compared with gross income of Drs. 3,297,384 on billings of Drs. 20,608,652 in 1978.) Media breakdown: Newspapers 52%; magazines 7%; tv 25%; business press 4%; point of sale 2%; cinema 3%; direct mail 7%. Employees: 10. Accounts gained: Continental Bank, Dow chemicals, El Greco toys, Bell's scotch whisky. Account lost: Alka Agalotis furniture.

Gnomi Advertising, Athens, reports gross income of \$823,650 on billings of \$5,493,745 for 1979, compared with gross income of \$769,029 on billings of \$5,129,403 for 1978. (In local currency, gross income was Drs. 28,500,000 on billings of Drs. 190,095,000 in 1979, compared with gross income of Drs. 26,610,000 on billings of Drs. 177,488,000 in 1978.) Media breakdown: Newspapers 15%; magazines 20%; radio 4%; tv 39%;

outdoor 11%; point of sale 1%; cinema 10%. Employees: 51. Accounts gained: Ready Foods-Maggi soups, Skoulidis curtains and upholstery fabric.

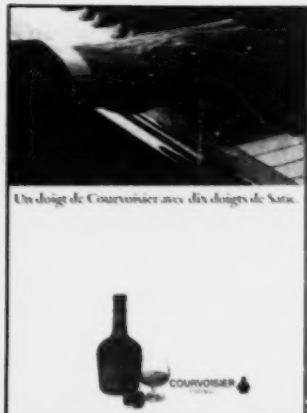
Grant Advertising & Associates (Middle East), Athens, part of Kenyon & Eckhardt, reports gross income of \$930,000 on billings of \$5,200,000 for 1979, compared with gross income of \$782,000 on billings of \$3,400,000 for 1978. (In local currency, gross income was Drs. 32,179,930 on billings of Drs. 179,930,790 in 1979, compared with gross income of Drs. 27,058,823 on billings of Drs. 117,647,060 in 1978.) Media breakdown: Newspapers 8%; magazines 28%; radio 3%; tv 27%; outdoor 21%; point of sale 10%; cinema 3%. Employees: 38 in four offices. Accounts gained: Warner Lambert, Chrysler Corp., Abbott Laboratories, Estee Lauder, Yanmar Diesel, Sterling Products. Accounts lost: Photo Marketing Services, Sheaffer Pens.

Interad Advertising and Marketing, Athens, reports gross income of \$774,520 on billings of \$5,684,019 for 1979, compared with gross income of \$573,029 on billings of \$4,289,049 for 1978. (In local currency, gross income was Drs. 26,800,000 on billings of Drs. 196,685,000 in 1979, compared with gross income of Drs. 19,828,000 on billings of Drs. 148,410,000 in 1978.) Media breakdown: Newspapers 40%; magazines 10%; radio 5%; tv 33%; outdoor 4%; business press 3%; pre-sales promotion 3%. Employees: 41. Accounts gained: Calor electrical appliances, Motossira motorcycle accessories, Plantas anatomic shoes, Amity leather accessories, Decca color tv, Karelias Bros. cigarettes, Sharp disposable shaving utensils, Agromax agricultural fertilizer, Sunwaves travel agency. Account lost: Varanghis furniture.

K&K Univas, Athens, reports gross income of \$305,000 on billings of \$2,190,262 for 1979, compared with gross income of \$365,520 on billings of \$2,186,650 for 1978. (In local currency, gross income was Drs. 10,553,925 on billings of Drs. 75,787,634 in 1979, compared with gross income of Drs. 12,647,758 on billings of Drs. 75,662,668 in 1978.) Media breakdown: Newspapers 19%; magazines 19%; tv 46%; outdoor 8%; point of sale 2%; other 6%. Employees: 18. Accounts gained: Keranis S.A., Aroma cigarettes, Anelof/Club Mediterranean, Anelof/Sun products, Anelof/Eau Jeune, Vepsy/Curtines.

Lamda Alpha Advertising, Athens, reports gross income of \$509,334 on billings of \$3,151,490 for 1979, compared with gross income of \$447,583 on billings of \$2,859,348 for 1978. (In local currency, gross income was Drs. 17,623,999 on billings of Drs. 109,048,013 in 1979, compared with gross income of Drs. 15,487,316 on billings of Drs. 98,939,381 in 1978.) Media breakdown: Newspapers 13%; magazines 19%; supplements 2%; radio 2%; tv 58%; point of sale 1%; marketing surveys 5%. Employees: 21. Account gained: Bambino children's chain stores. Accounts lost: Silvermaster, Gulf Air (discontinued business in Greece).

J.N. Leoussis Advertising, Athens, reports gross income of \$520,000 on billings of \$3,468,000 for 1979, compared with gross income of \$498,750 on billings of \$3,325,000 for 1978. (In local currency, gross income was Drs. 18,000,000 on billings of Drs. 120,000,000 in 1979, compared with gross income of Drs. 17,250,000 on billings of Drs. 115,000,000 in 1978.)



One of a series of four-color ads for market leader Courvoisier relates a great French classical composer to a great French brandy with themeline, "A finger of Courvoisier with ten fingers of Sata." Agency: McCann-Erickson, France.

GREECE

Media breakdown: Newspapers 25%; magazines 20%; radio 1%; tv 45%; outdoor 18%; business press 2%; miscellaneous 6%. Employees: 23. Accounts gained: Velka, Lanvin, Arcancil, Damixa, Alkyon, Austrian Airlines, Crisan. Accounts lost: Akron-Ilion-Krystal, Miele, Bellady, Evga.

Lintas Hellas, Athens, reports gross income of \$979,000 on billings of \$6,677,000 for 1979, compared with gross income of \$731,000 on billings of \$4,945,000 for 1978. (In local currency, gross income was Drs. 33,890,000 on billings of Drs. 231,000,000 in 1979, compared with gross income of Drs. 25,302,000 on billings of Drs. 171,127,000 in 1978.) Media breakdown: Newspapers 9%; magazines 11%; radio 3%; tv 72%; outdoor 2%; business press 2%; cinema 1%. Employees: 27. Accounts gained: Gillette-razors and blades (Gil), Contour, disposable, double edge blades), Paper Mate, Tempo, Transfer games Kalkitos, Johnson & Johnson baby shampoo, baby oil, Zwan canned meats, Saint George Mills (Farine-up), Lever-Stowaway-Impulse, Elais-Neo Vitam soft margarine. Account lost: Sunsilik shampoo.

McCann-Erickson (Hellas), Athens, reports gross income of \$447,000 on billings of \$2,981,000 for 1979, compared with gross income of \$430,000 on billings of \$2,866,000 for 1978. (In local currency, gross income was Drs. 15,454,000 on billings of Drs. 103,078,000 in 1979, compared with gross income of Drs. 14,868,000 on billings of Drs. 99,170,000 in 1978.) Employees: 15. Accounts gained: American Express, Miele household appliances, Sekap cigarettes. New assignments: S.C. Johnson (Glade solid air freshener, Freedom-Shout pre-spotters, Sol Plus floor wax), Reboutzakos (Tramp perfume). Account lost: Zanussi household appliances (resigned).

Minos S.A., Athens, reports gross income of \$872,200 on billings of \$5,889,820 for 1979, compared with gross income of \$650,250 on billings of \$4,535,855 for 1978. (In local currency, gross income was Drs. 30,180,000 on billings of Drs. 203,800,000 in 1979, compared with gross income of Drs. 22,500,000 on billings of Drs. 156,950,000 in 1978.) Media breakdown: Newspapers 14%; magazines 14%; radio 2%; tv 63%; outdoor 1%; point of sale 2%; cinema 1%; other 3%. Employees: 54. Accounts gained: Adams Freshen-up Chiclets, AGIP lubricants, Marlboro leisure wear, Thomson hi-fi, Bonnie Scot whisky, Ethyl Hellas chemicals, F. Tsanas plastic products, Seventeen cosmetic products, Lara nail polish. Accounts lost: Johnson & Johnson Hellas, Knorr products, Motivo.

Olympic Advertising, Athens, reports gross income of \$723,945 on billings of \$4,828,713 for 1979, compared with gross income of \$569,970 on billings of \$3,801,703 for 1978. (In local currency, gross income was Drs. 25,050,000 on billings of Drs. 167,083,500 in 1979, compared with gross income of Drs. 19,722,161 on billings of Drs. 131,546,810 in 1978.) Media breakdown: Newspapers 28.5%; magazines 13.6%; supplements 10%; radio 1%; tv 19.6%; outdoor 1%; business press 2.5%; point of sale 2%; cinema 1%; printed matter, pr. etc. 20.8%. Employees: 40. Accounts gained: Olympic Airways, Elinta S.A.-electric home appliances.

Producta, Athens, reports gross income of \$419,050 on billings of \$2,540,310 for 1979, compared with

gross income of \$268,770 on billings of \$1,618,400 for 1978. (In local currency, gross income was Drs. 14,500,000 on billings of Drs. 87,900,000 in 1979, compared with gross income of Drs. 9,300,000 on billings of Drs. 56,000,000 in 1978.) Media breakdown: Newspapers 32.5%; magazines 8.2%; radio 1.3%; tv 30.2%; point of sale 1.4%; cinema 1.2%; production 17.5%; pr 7.7%. Employees: 16. Accounts gained: Milde Sorte cigarettes, Bee Line cosmetics, Osram lamps, Stereo Club (Infinity hi-fi equipment), Holiday Inn hotels.

Sigma, Athens, reports gross income of \$307,785 on billings of \$2,052,911 for 1979, compared with gross income of \$261,776 on billings of \$1,746,051 for 1978. (In local currency, gross income was Drs. 10,650,000 on billings of Drs. 71,035,000 in 1979, compared with gross income of Drs. 9,058,000 on billings of Drs. 60,417,000 in 1978.) Media breakdown: Newspapers 7%; magazines 30%; tv 35%; business press 2%; point of sale 13%; cinema 4%; marketing studies, sampling, packaging 9%. Employees: 16. Accounts gained: Cynar aperitif, Baby Lands children's wear.

Spot-Thompson Advertising, Athens, reports gross income of \$821,251 on billings of \$6,083,008 for 1979, compared with gross income of \$466,185 on billings of \$3,988,200 for 1978. (In local currency, gross income was Drs. 28,417,000 on billings of Drs. 210,484,710 in 1979, compared with gross income of Drs. 16,131,000 on billings of Drs. 138,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 24%; radio 2%; tv 56%; outdoor 2%; cinema 1%. Employees: 39. Accounts gained: Ford Motor Co.-all products, Nutricia Baby Foods, Kodak color film and lab, Minerva olive oil and Niki frying oil, Melissa spaghetti and flour; Sunlight batteries, Unilever (Sun-silk shampoo), Reckitt & Colman (Carpex carpet cleaner), Kodak Middle East-all products, Delta ice cream (three additional assignments), Aegean Mills-four additional assignments, Kellogg's-additional assignment.

Victory, Athens, reports gross income of \$361,250 on billings of \$2,409,537 for 1979, compared with gross income of \$286,110 on billings of \$2,037,450 for 1978. (In local currency, gross income was Drs. 12,500,000 on billings of Drs. 83,375,000 in 1979, compared with gross income of Drs. 9,900,000 on billings of Drs. 70,500,000 in 1978.) Media breakdown: Newspapers 49.9%; magazines 19%; radio .6%; tv 15%; business press 3%; farm press 1%; cinema .5%; other 11%. Employees: 20.

GUATEMALA

An exchange rate of 1 U.S. dollar to the quetzal was used to determine both 1978 and 1979 gross income and billings.

Publimerca, Guatemala City, reports gross income of \$274,000 on billings of \$1,827,000 for 1979, compared with gross income of \$280,000 on billings of \$1,870,000 in 1978. Media breakdown: Newspapers 20%; radio 10%; tv 60%; other 10%. Employees: 26. Accounts gained: Banco del Agro, Televox. Accounts lost: Lancasco, Saab.

Publicidad McCann-Erickson Centroamericana (Guatemala), Guatemala City, reports gross income of \$776,000 on billings of \$5,176,000 for 1979, compared with gross income of \$495,000 on billings of \$3,302,000 for 1978. Employees: 44. Accounts gained: New assignments: B.A.T., CPC/Promasa, Gillette, Miles, and Nestle/Cindal.

APCU Thompson Asociados, Guatemala City, reports gross income of \$640,000 on billings of \$4,260,000 for 1979, compared with gross income of \$540,000 on billings of \$3,600,000 for 1978. Media breakdown: Newspapers 25%; radio 20%; tv 50%; others 5%. Employees: 40. Accounts gained: Master Charge, Kodak, Ex-Lax Pharmaceutical, Buffalo Prince Jeans. Account lost: Whitehall.

HONDURAS

The same 1979 rate of 303 dollars to the lempira was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 0.6% appreciation of the lempira against the U.S. dollar based on the lempira's 1978 exchange rate of 300.

McCann-Erickson Centroamericana (Honduras), Tegucigalpa, reports gross income of \$160,960 on billings of \$1,073,402 for 1979, compared with gross income of \$125,750 on billings of \$839,004 for 1978. (In local currency, gross income was Lempira 320,000 on billings of Lempira 2,134,000 in 1979, compared with gross income of Lempira 250,000 on billings of Lempira 1,668,000 in 1978.) Employees: 16. Accounts gained: Bank of America, Cerveceria Hondurena (Salva Vida's and Imperial beers), Comercial Dromeco, Compania Hulera Sula, Distribuidora del Caribe, Repinter.

APCU de Honduras, Tegucigalpa, member of the APCU Group in Central America, reports gross income of \$181,080 on billings of \$1,207,200 for 1979, compared with gross income of \$160,960 on billings of \$1,071,390 for 1978. (In local currency, gross income was Lempira 360,000 on billings of Lempira 2,400,000 in 1979, compared with gross income of Lempira 320,000 on billings of Lempira 2,138,000 in 1978.) Media breakdown: Newspapers 20%; radio 30%; tv 50%. Employees: 16. Account gained: Banfa.

HONG KONG

The same 1979 rate of 2027 U.S. dollars to the HK dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% depreciation of the HK dollar against the U.S. dollar based on HK dollar's 1978 exchange rate of 214.

APB/D'Arcy-MacManus & Masius, Hong Kong, reports gross income of \$550,000 on billings of \$3,663,000 for 1979, compared with gross income of \$470,000 on billings of \$3,134,000 for 1978. (In local currency, gross income was HK\$2,711,000 on billings of HK\$18,072,000 in 1979, compared with gross income of HK\$2,319,000 on billings of HK\$15,461,000 in 1978.) Media breakdown: Newspapers 33%; magazines 16%; supplements 1%; tv 43%; cinema 1%. Employees: 36. Accounts gained: Fila sportswear, Le Gallion, Maybelline, Kai Yin & Co., Sahara Hotel. Accounts lost: Siberian fur, Mars, Seagram Overseas.

Ted Bates, Hong Kong, reports gross income of \$1,075,000 on billings of \$7,100,000 for 1979, compared with gross income of \$973,000 on billings of \$6,500,000 for 1978. (In local currency, gross income was HK\$5,300,000 on billings of HK\$35,000,000 in 1979, compared with gross income of HK\$4,800,000 on billings of HK\$32,000,000 in 1978.) Employees: 67.

Berry Currie Advertising, Hong Kong, part of K&E International, reports gross income of \$89,000 on billings of \$2,570,000 for 1979, compared with gross income of \$67,000 on billings of \$1,740,000 for 1978. (In local currency, gross income was HK\$440,000 on billings of

HK\$12,700,000 in 1979, compared with gross income of HK\$330,000 on billings of HK\$8,600,000 in 1978.) Media breakdown: Newspapers 38%; magazines 27%; radio 5%; tv 32%. Employees: 24. Accounts gained: Braniff Airways, Sime Darby Holdings, P&O Travel, Gallo wines. Accounts lost: Asian Wall Street Journal, New World Hotel.

Leo Burnett, Hong Kong, reports gross income of \$1,879,000 on billings of \$12,533,000 for 1979, compared with gross income of \$1,480,000 on billings of \$9,870,000 for 1978. (In local currency, gross income was HK\$9,270,000 on billings of HK\$61,831,000 in 1979, compared with gross income of HK\$7,300,000 on billings of HK\$48,691,000 in 1978.) Employees: 83.

Chase/Compton Advertising, Hong Kong, only reports billings of \$3,600,000 for 1979, compared with billings of \$3,547,250 for 1978. (In local currency, billings were HK\$17,800,000 in 1979, compared with billings of HK\$17,500,000 in 1978.) Media breakdown: Newspapers 29%; magazines 12%; radio 4%; tv 35%; outdoor 6%; business press 10%; transit advertising 2%; cinema 2%. Employees: 39. Accounts gained: Hutchison China Trade Holdings, Collier MacMillan, Litton business machines.

Clemenger Wong & Waters, Hong Kong, reports gross income of \$422,419 on billings of \$1,169,416 for 1979, compared with gross income of \$364,799 on billings of \$1,615,637 for 1978. (In local currency, gross income was HK\$2,083,960 on billings of HK\$10,702,595 in 1979, compared with gross income of HK\$1,799,697 on billings of HK\$7,970,582 in 1978.) Media breakdown: Newspapers 43%; magazines 21%; radio 1%; tv 32%; outdoor 2%. Employees: 30. Accounts gained: Bulova, Chase Manhattan Bank, J&B whisky. Account lost: Grundig tv.

Doyle Dane Bernbach, Hong Kong, reports gross income of \$729,720 on billings of \$4,867,232 for 1979, compared with gross income of \$398,335 on billings of \$2,655,572 for 1978. (In local currency, gross income was HK\$3,600,000 on billings of HK\$24,012,000 in 1979, compared with gross income of HK\$1,965,150 on billings of HK\$13,101,000 in 1978.) Media breakdown: Newspapers 44%; magazines 12%; radio 4%; tv 30%; outdoor 5%; printing 5%. Employees: 33. Accounts gained: Mandarin International, Excelsior Hotel, Hong Kong Telephone Co., Dickens Trading Co., Hutchison Boag, YGM Sports Co.

Far East Advertising Group, Hong Kong, reports gross income of \$1,465,000 on billings of \$9,723,000 for 1979, compared with gross income of \$1,256,000 on billings of \$6,947,000 for 1978. (In local currency, gross income was HK\$7,230,000 on billings of HK\$47,970,000 in 1979, compared with gross income of HK\$6,195,000 on billings of HK\$34,270,000 in 1978.) In 1979 Far East Advertising Group formed a joint venture company with Ketchum International, known as Far East Ketchum Advertising. Its billings and gross income figures are included in the figures for the Far East Advertising Group. Employees: 109 in three offices in Hong Kong. Accounts gained: Japan Airlines, Japan Asia Airways, Hennessy X.O., Dunhill, Chase Manhattan Bank, ICI (China).

JR/FCB Advertising, Hong Kong, reports gross income of \$567,646 on billings of \$3,786,200 for 1979, compared with gross in-

come of \$423,199 on billings of \$2,822,735 for 1978. (In local currency, gross income was HK\$2,800,425 on billings of HK\$18,678,835 in 1979, compared with gross income of HK\$2,087,808 on billings of HK\$13,925,679 in 1978.) Media breakdown: Newspapers 25%; magazines 10%; supplements 5%; radio 56%; outdoor 2%; cinema 2%. Employees: 25. Accounts gained: Far Eastern Economic Review, Gilman home appliances, Sun Hung Kai Centre, B.A. Finance, British Airways. Accounts lost: Bank of East Asia, Gande Price, Westco Air Conditioning.

Ling-McCann-Erickson, Hong Kong, reports gross income of \$1,683,000 on billings of \$11,226,000 for 1979, compared with gross income of \$1,541,000 on billings of \$10,281,000 for 1978. (In local currency, gross income was HK\$8,303,000 on billings of HK\$55,381,000 in 1979, compared with gross income of HK\$7,604,000 on billings of HK\$50,719,000 in 1978.) Employees: 72. Accounts gained: California Avocado Advisory Board, Citicorp financial services, Dupont Lucite paint, L'Oreal hair care products. New assignments: BAT-Hilton king size cigarettes, Coca-Cola (Tab), Colgate-Palmolive (Fab automatic), Gillette (Kilometrico). Accounts lost: Japan Airlines, Watson the Wine Merchant.

Modern Advertising, Hong Kong, reports gross income of \$522,561 on billings of \$3,483,805 for 1979, compared with gross income of \$359,347 on billings of \$2,396,842 for 1978. (In local currency, gross income was HK\$2,578,000 on billings of HK\$17,187,000 in 1979, compared with gross income of HK\$1,772,800 on billings of HK\$11,824,576 in 1978.) Media breakdown: Newspapers 34.5%; magazines 12%; radio 1.8%; tv 48.7%; outdoor 4%; transit advertising 2.3%; cinema 3%. Employees: 30. Accounts gained: Grindlays Dao Heng Bank, Men-tholatum, Real Fresh Milk, Armstrong products, Jaeger fashions. Account lost: FNCB Financial.

Ogilvy & Mather, Hong Kong, reports gross income of \$1,309,105 on billings of \$8,731,730 for 1979, compared with gross income of \$1,024,888 on billings of \$6,836,003 for 1978. (In local currency, gross income was HK\$6,458,339 on billings of HK\$43,077,121 in 1979, compared with gross income of HK\$5,056,180 on billings of HK\$33,724,720 in 1978.) Media breakdown: Newspapers 27%; magazines 19%; radio 1%; tv 51%; outdoor 1%; cinema 1%. Employees: 51. Accounts gained: Cussons, Vita, Burroughs-Wellcome, Reader's Digest, Rado, Royal Garden Hotel, Sperry-Univac, R.J. Reynolds (new products). Accounts lost: JUP, Sugus Confectionery.

Procter & Grey, Hong Kong, reports gross income of \$290,000 on billings of \$1,932,000 for 1979, compared with gross income of \$55,000 on billings of \$365,000 for 1978. (In local currency, gross income was HK\$1,429,000 on billings of HK\$9,530,000 in 1979, compared with gross income of HK\$270,000 on billings of HK\$1,800,000 in 1978.) Employees: 20. Accounts gained: 7-UP, Hennessy.

SSC&B: Lintas, Hong Kong, reports gross income of \$222,000 on billings of \$1,476,000 for 1979, compared with gross income of \$64,000 on billings of \$427,000 for 1978. (In local currency, gross income was HK\$1,093,000 on billings of HK\$7,232,000 in 1979, compared with gross income of HK\$316,000 on billings of HK\$2,108,000 in

HONG KONG

1978.) Media breakdown: Newspapers 16%; magazines 2%; tv 82%. Employees: 13. Accounts gained: Dairy Farm Corporate, Regent Int'l Hotels, Gilman-Rowntree products, Lawe, William & Co., Citicorp-First National City Bank travelers checks, Hong Kong Government Metrication.

J. Walter Thompson Co., Hong Kong, reports gross income of \$547,290 on billings of \$3,648,600 for 1979, compared with gross income of \$384,522 on billings of \$2,564,763 for 1978. (In local currency, gross income was HK\$2,700,000 on billings of HK\$18,000,000 in 1979, compared with gross income of HK\$1,897,000 on billings of HK\$12,643,000 in 1978.) Media breakdown: Newspapers 28.8%; magazines 11.8%; radio 2.1%; tv 56.7%; outdoor 5%; cinema 1%. Employees: 33. Accounts gained: Asiaweek, Bausch & Lomb, Burger King, Continental Airlines, Glaxo HK, Rolex watch, Tudor watch, Unicorn books, Essette Dymo, Kowloon Dairy Asia, Cyanamid, Deutsche Bank, Accounts lost: Esin canning industry, Pan Am World Airlines, Pearl City dept. store, Tai Pan Row.

Thompson, Wong, Kiernan, Kenyon & Eckhardt, Hong Kong, reports gross income of \$1,425,281 on billings of \$8,297,558 for 1979, compared with gross income of \$1,234,700 on billings of \$6,845,139 for 1978. (In local currency, gross income was HK\$7,031,479 on billings of HK\$40,935,163 in 1979, compared with gross income of HK\$6,041,933 on billings of HK\$33,769,804 in 1978.) Media breakdown: Newspapers 15.2%; magazines 6.84%; radio 1.94%; tv 54.53%; outdoor 2.04%; cinema 1.55%; art/tv production 18.81%. Employees: 65. Accounts gained: Watsons The Wine Merchants Ltd. Accounts lost: Jas. Hennessy (resigned), Rolex (HK) Ltd.

3A Publicity 'n Promotions, Hong Kong, reports gross income of \$153,444 on billings of \$770,260 for 1979, compared with gross income of \$180,403 on billings of \$1,195,930 for 1978. (In local currency, gross income was HK\$757,000 on billings of HK\$3,800,000 in 1979, compared with gross income of HK\$890,000 on billings of HK\$5,900,000 in 1978.) Media breakdown: Print 60.7%; tv 38.2%; others 1.1%. Employees: 18. Accounts gained: East Asiatic Co. Wine 'n Spirits, Texwood's Jive sportswear.

Tse, Needham Advertising Int'l, Hong Kong, reports gross income of \$477,817 on billings of \$3,187,034 for 1979, compared with gross income of \$334,018 on billings of \$1,700,384 for 1978. (In local currency, gross income was HK\$2,357,258 on billings of HK\$15,722,911 in 1979, compared with gross income of HK\$1,647,842 on billings of HK\$8,388,674 in 1978.) Media breakdown: Newspapers 14%; magazines 3%; radio 7%; tv 52.3%; outdoor 1.7%; cinema 1.1%; print, display, etc. 27.2%. Employees: 37. Accounts gained: The Garden Co., Hawaiian Holiday Macadamia Nut Co., Hiram Walker (Int'l), Kitchens of Sara Lee (Aust.), Lambda Electronics, Swire Loxley, Tse Sui Luen jewelry, The Century Hyatt Tokyo, Far Eastern Textile Group. Account lost: Regent International Hotels.

Wong & Lam Advertising, Hong Kong, reports gross income of \$972,746 on billings of \$3,158,304 for 1979, compared with gross income of \$343,004 on billings of \$2,286,696 for 1978. (In local cur-



This magazine ad gives a high-fashion image to Swiss-made Camy watches introduced in Hong Kong in late 1979. Agency: Berry Currie Advertising, Hong Kong.

rency, gross income was HK\$2,337,176 on billings of HK\$15,581,173 in 1979, compared with gross income of HK\$1,692,178 on billings of HK\$11,281,184 in 1978.) Media breakdown: Newspapers 25%; magazines 5%; radio 5%; tv 65%. Employees: 18. Accounts gained: S.C. Johnson (additional hair care assignment), KWV brandy, Pauls milk, Almond Roca, Tulip meat products, Gilman watches (Azur), Cheung Kong (Holdings), Wittnauer watches.

Young & Rubicam, Hong Kong, reports gross income of \$1,350,000 on billings of \$9,005,000 for 1979, compared with gross income of \$983,000 on billings of \$6,557,000 for 1978. (In local currency, gross income was HK\$6,662,000 on billings of HK\$44,421,665 in 1979, compared with gross income of HK\$4,850,000 on billings of HK\$32,345,681 in 1978.) Y&R does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 31%; magazines 16%; radio 1%; tv 51%; cinema 1%. Employees: 59. Accounts gained: Eastmark candy, Foodmart, Shewan Tomes Traders, Central Enterprises, Watson toys, New Zealand Dairy Board, Hallmark. Accounts lost: Chase Manhattan, Garden Co.

INDIA

The same 1979 rate of 1275 dollars to the Indian rupee was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 10% appreciation of the rupee against the dollar based on rupee's 1978 exchange rate of 116.

Advertising & Sales Promotion Co., New Delhi, reports gross income of \$885,360 on billings of \$4,736,000 for 1979, compared with gross income of \$789,700 on billings of \$4,214,000 for 1978. (In local currency, gross income was Rs.6,994,000 on billings of Rs.37,147,000 in 1979, compared with gross income of Rs.6,194,000 on billings of Rs.33,052,000 in 1978.) Media breakdown: Newspapers 62%; magazines 13%; radio 8%; tv 5%; outdoor 4%; cinema 3%; exhibition 5%. Employees: 210. Accounts gained: National Book Trust, Oil & Natural Gas Commission. Accounts lost in 1979: U.K. Batteries.

Chaitra Advertising, Bombay, reports gross income of \$688,500 on billings of \$4,590,000 for 1979, compared with gross income of \$619,650 on billings of \$4,131,000 for 1978. (In local currency, gross income was Rs.5,400,000 on billings of Rs.36,000,000 in 1979, compared with gross income of Rs.4,860,000 on billings of Rs.32,400,000 in 1978.) Media breakdown: Newspapers 40%; magazines 20%; radio 5%; tv 10%; outdoor 5%; point of sale 2%; cinema 15%; consultancy/service

charges 3%. Employees: 118. Accounts gained: Alkali & Chemical Corp., Associated Breweries & Distilleries, Dalmia Dairy Industries, Kirloskar Ghatge Patil Auto, Mysore Power Corp., National Hydroelectric Power Corp. Accounts lost: Dempo Group, Monica Electronics Private.

Clarion Advertising Services, associated with McCann-Erickson, reports gross income of \$1,275,000 on billings of \$10,786,500 for 1979, compared with gross income of \$1,690,000 on billings of \$8,990,000 for 1978. (In local currency, gross income was Rs.7,000,000 on billings of Rs.84,600,000 in 1979, compared with gross income of Rs.13,255,000 on billings of Rs.70,509,000 in 1978.)

Everest Advertising, Bombay, reports gross income of \$772,522 on billings of \$4,653,750 for 1979, compared with gross income of \$662,490 on billings of \$3,844,125 for 1978. (In local currency, gross income was Rs.6,059,000 on billings of 36,500,000 in 1979, compared with gross income of Rs.5,196,000 on billings of Rs.30,150,000 in 1978.) Media breakdown: Newspapers 51.5%; magazines 8.5%; radio 13%; tv 6%; outdoor 1.5%; business press 0.5%; point of sale 15%; cinema 4%. Employees: 145, as compared to 127 the previous year. Accounts gained: Allana Oil Mills, All India Cotton Seed Crushers Assn., Associated Corporate Consultants, Bombay Mercantile Cooperative Bank, Chitralekha, Dempo Steamship, Danfoss, Flash Laboratories, Gammon India, Kothari Chemicals, Monarch Enterprises, Monginis, Press Metal Corp., Synthetic Foam, United Felts & Carpets, Voltas.

Grant Advertising (India), Bombay, part of Kenyon & Eckhardt International, reports gross income of \$676,525 on billings of \$4,510,000 for 1979, compared with gross income of \$569,591 on billings of \$3,797,000 for 1978. (In local currency, gross income was Rs.5,412,000 on billings of Rs.36,081,000 in 1979, compared with gross income of Rs.4,910,000 on billings of Rs.32,735,000 in 1978.) Media breakdown: Newspapers 35%; magazines 23%; radio 12%; tv 11%; outdoor 1%; other (print, press material, film prod.) 17%. Employees: 138. Accounts gained: Air Lanka, Shri Ambuja Petrochemicals, Kontext Chemicals, Stutch Art Exports, Indodan Milk Prods., Combi Organochem, Premier Group, Zakki International, Wonderlux Laboratories. Accounts lost: Nandan Textiles, Kwality Ice Creams.

Hindustan Thompson Associates, Bombay, reports gross income of \$2,613,000 on billings of \$17,085,000 for 1979, compared with gross income of \$2,427,000 on billings of \$15,874,000 for 1978. (In local currency, gross income was Rs.20,500,000 on billings of Rs.134,000,000 in 1979, compared with gross income of Rs.19,040,000 on billings of Rs.124,502,000 in 1978.) Media breakdown: Newspapers 46%; radio 4%; tv 5%; outdoor 1%; point of sale 15%; cinema 11%; other (research, service fee, etc.) 18%. Employees: 524. Accounts gained: Anglo-French Textiles, Bengal Immunity Co., Coal India, The Economic Times, Engineering Projects India, G. Atherton Co., Indian Handicrafts, Indo National, Kwality Ice Creams, Lily Barley Mills, Lily Biscuit, Lloyd Sales Corp., Madhya Pradesh State Tourism Development Corp., National Agricultural Cooperative Marketing Federation of India, Parry's Confectionery, Rayala Corp., Savera Hotel, Tata Engineering and Locomotive Co., Trade Development Authority.

Additional assignments from existing clients: Glaxo Laboratories, Hindustan Lever, Voltas. Accounts lost (all resigned): Asbestos Cement, Hindustan Aeronautics, Jayna Time Industries.

Jaisons Advertising, Bombay, reports gross income of \$334,600 on billings of \$2,313,000 for 1979, compared with gross income of \$290,011 on billings of \$1,969,000 for 1978. (In local currency, gross income was Rs.2,624,000 on billings of Rs.18,146,000 in 1979, compared with gross income of Rs.2,274,000 on billings of Rs.15,446,000 in 1978.) Media breakdown: Newspapers 60%; magazines 10%; supplements 1%; radio 8%; tv 5%; outdoor 3%; business press 1%; farm press 1%; transit advertising 2%; point of sale 1%; cinema 8%. Employees: 86. Accounts gained: Antifraction Bearing Corp., Bombay Soap, Estrella Batteries, McGaw Ravindra Laboratories, Nesa Suitings. Accounts lost: Cruissar Pens, Muller & Phipps.

Lintas India, Bombay, reports gross income of \$1,586,000 on billings of \$10,577,000 for 1979, compared with gross income of \$1,459,000 on billings of \$9,728,000 for 1978. (In local currency, gross income was Rs.12,442,000 on billings of Rs.82,960,000 in 1979, compared with gross income of Rs.11,443,000 on billings of Rs.76,300,000 in 1978.) Media breakdown: Newspapers and magazines 47%; radio 11%; tv 8%; outdoor 6%; cinema 28%. Employees: 150. Accounts gained: Crompton Greaves, Tata Iron & Steel Co., Motor Industries Co., Hindustan Lever—Communications. Accounts lost: Thomson Press India, Tube Investments of India.

Newfields Advertising, New Delhi, reports gross income of \$315,563 on billings of \$21,037,000 for 1979, compared with gross income of \$286,875 on billings of \$19,125,000 for 1978. (In local currency, gross income was Rs.2,475,000 on billings of Rs.16,500,000 in 1979, compared with gross income of Rs.2,250,000 on billings of Rs.10,000,000 in 1978.) Media breakdown: Newspapers 65%; magazines 8%; supplements 3%; radio 10%; tv 5%; outdoor 4%; point of sale 5%. Employees: 72. Accounts gained: Bharat Alums & Chemicals, British Motor Car Co., Delhi State Industrial Development Corp., Haryana Dairy Development Cooperative Federation, Mercury Rubber Mills, National Brass Engineering Foundry, Navyug Auto & Allied Industries, National Projects Construction Corp., S.B. Billimoria & Co., Zenith Electricals.

Ogilvy Benson & Mather, Bombay, reports gross income of \$1,101,000 on billings of \$7,178,000 for 1979, compared with gross income of \$1,003,000 on billings of \$6,621,000 for 1978. (In local currency, gross income was Rs.8,640,000 on billings of Rs.56,304,000 in 1979, compared with gross income of Rs.7,869,000 on billings of Rs.51,930,000 in 1978.) Media breakdown: Newspapers 50%; magazines 11%; radio 4%; tv 8%; outdoor 2%; business press 2%; point of sale 11%; cinema 12%. Employees: 238. Accounts gained: Voltas (Rasna soft drink concentrate, Rasna food flavours, and three new development products), Corn Products (Kheermaker, Flavoured Glucovita & Fiesta sauce), Spencers (Duraclamps, Conemara Hotel), I.T.C. Hotels (Maurya Sheraton), Chippendale.

Shilpi Advertising, Bombay, reports gross income of \$576,000 on billings of \$3,826,000 for 1979, compared with gross income of \$617,000 on billings of \$4,028,000 for 1978. (In local currency, gross income was Rs.4,519,000 on billings of Rs.30,015,000 in 1979, compared with gross income of Rs.4,843,000 on billings of Rs.31,594,000 in 1978.) Media breakdown: Newspapers 30%; magazines 14%; radio 11%; tv 2%; outdoor 8%; point of sale 12%; cinema 23%. Employees: 111.

Sista's Private, Bombay, reports gross income of \$643,000 on billings of \$4,290,000 for 1979, compared with gross income of \$522,000 on billings of \$3,567,000 for 1978. (In local currency, gross income was Rs.5,045,000 on billings of Rs.33,650,000 in 1979, compared with gross income of Rs.4,098,000 on billings of Rs.27,982,000 in 1978.) Media breakdown: Newspapers 41%; magazines 18%; radio 7%; tv 5%; outdoor 1%; point of sale 12%; cinema 16%. Employees: 150. Accounts gained: Hyderabad Allwyn Metal Works, Indian Telephone Industries, Lakharajal National, Paville Fashions, Sukanta, Andhra Pradesh State Financial Corp. Accounts lost: Glaxo Laboratories, Helioplastics, Patel Roadways, S.S. Miranda.

Ulka Advertising, Bombay, reports gross income of \$1,051,000 on billings of \$7,012,000 for 1979, compared with gross income of \$879,000 on billings of \$5,866,000 for 1978. (In local currency, gross income was Rs.8,250,000 on billings of Rs.55,000,000 in 1979, compared with gross income of Rs.6,901,000 on billings of Rs.46,010,000 in 1978.) Media breakdown: Newspapers 40%; magazines 10%; radio 10%; tv 7%;



Air India has stepped up advertising both ways now that Indians can travel abroad on competitive excursion fares without paying the punitive travel tax. The playful Maharajah, part of Air India's advertising for 30 years, dons the clothes of the country that he wants to take his fellow countrymen to. Agency: Hindustan Thompson Associates.

INDIA

outdoor 5%; point of sale 5%; cinema 12%; other (art/production) 11%. Employees: 178 (in 3 offices). Accounts gained: Chowgule & Co., Rallis India, Voltas Ltd., Jagatjit Industries, Milkfoods, Soya Production & Research Assn., U.P. Electronics Corp., Mazda Agro Industries, National Insurance Co., Tractors India.

IRELAND

An exchange rate of 2.04 dollars to the Irish pound was used for both 1978 and 1979 gross income and billings.

Bell Advertising, Dublin, member of the Wilson Hartnell Group, reports gross income of \$843,948 on billings of \$4,885,800 for 1979, compared with gross income of \$603,840 on billings of \$3,593,460 for 1978. (In local currency, gross income was £413,700 on billings of £2,395,000 in 1979, compared with gross income of £296,000 on billings of £1,761,500 in 1978.) Media breakdown: Newspapers 60%; magazines 9%; radio 6%; tv 16%; outdoor 1%; business press 8%. Employees: 30. Accounts gained: Mace Grocery Group, Dublin Corp., Corcoran & Co. (mixers, soft drinks), Ballet International (foundation garments), Trustee Savings Banks (national advertising), Health Education Bureau (dental health), Nokia (in part). Account lost: Thor Electrical Appliances.

Doherty Advertising, Dublin, reports gross income of \$906,780 on billings of \$4,919,962 for 1979, compared with gross income of \$646,680 on billings of \$3,738,706 for 1978. (In local currency, gross income was £444,500 on billings of £2,411,746 in 1979, compared with gross income of £317,000 on billings of £1,832,699 in 1978.) Media breakdown: Newspapers 50%; magazines 8%; radio 12%; tv 18%; outdoor 9%; farm press 3%. Employees: 28. Accounts gained: Proctor Silex, Russell Hobbs, Iona Food Mixers, Bolands Bakery, Windsor Motors, Thor Electric Appliances, Donaghmede Shopping Centre. Account lost: Fairlane Motor Co.

Aubrey Fogarty Associates, Dublin, reports gross income of \$550,800 on billings of \$2,448,000 for 1979, compared with gross income of \$428,400 on billings of \$1,938,000 for 1978. (In local currency, gross income was £270,000 on billings of £1,200,000 in 1979, compared with gross income of £210,000 on billings of £950,000 in 1978.) Media breakdown: Newspapers 41%; magazines 5%; supplements 1%; radio 13%; tv 33%; business press 3%; farm press 2%; transit advertising 1%; point of sale 1%. Employees: 30. Accounts gained: Howard Rotavators, Merchant Meade, Pauls Group Motors, Tamsit, James Day & Sons, Shape In Hair, Local Government Computer Services Board. Account lost: Massey Ferguson.

O'Keefe's, Dublin, reports gross income of \$902,931 on billings of \$6,998,259 for 1979, compared with gross income of \$670,342 on billings of \$3,384,295 for 1978. (In local currency, gross income was £442,613 on billings of £2,450,127 in 1979, compared with gross income of £328,599 on billings of £1,658,968 in 1978.) Media breakdown: Newspapers 36.57%; magazines 2.22%; radio 10.78%; tv 43.18%; outdoor 1.50%; business press 2.00%; farm press 3.30%; cinema 0.45%. Employees: 27. Accounts gained: Court Hotel, Alfred Marks, Video Electronics, McCulloch Chain Saws, Department of Industry, Commerce and Energy,

Richmond cigarettes. Account lost: Williams and Humbert.

Wilson Hartnell Advertising & Marketing, member of the Wilson Hartnell Group, reports gross income of \$1,520,371 on billings of \$8,798,520 for 1979, compared with gross income of \$1,240,320 on billings of \$7,166,520 for 1978. (In local currency, gross income was £745,280 on billings of £4,313,000 in 1979, compared with gross income of £608,000 on billings of £3,513,000 in 1978.) Media breakdown: Newspapers 30%; magazines 4%; radio 11%; tv 50%; outdoor 3%; business press 2%. Employees: 55. Accounts gained: Goodyear Tire & Rubber Co., Seiko Watches, Cadbury's Crunchie, Whisk & Serve Custard (General Foods), Irish Mist Liqueur. Account lost: C.I.E. (expressway buses).

ISRAEL

The same 1979 rate of .0447 dollars to the Israeli pound was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 17% depreciation of the pound against the dollar based on 1 pound's 1978 exchange rate of .0541.

Bing-Linial Advertising, Haifa and Tel-Aviv, reports gross income of \$894,000 on billings of \$4,738,200 for 1979, compared with gross income of \$402,300 on billings of \$2,100,900 for 1978. (In local currency, gross income was I£ 20,000,000 on billings of I£ 106,000,000 in 1979, compared with gross income of I£ 9,000,000 on billings of I£ 47,000,000 in 1978.) Media breakdown: Newspapers 48%; magazines 15%; radio 15%; outdoor 3%; business press 1%; transit advertising 1%; point of sale 0.5%; cinema 3%; other 13.5%. Employees: 42. Accounts gained: Eve & Adam, Rokach, Sauter, Israel Fruit Council, Etz-Hazayit, Tel-Aviv Country Club. Accounts lost: Supergas, Tiv-Tov.

IMAA/Aylon-Aylat-Ralston, Tel Aviv, only reports billings of \$2,500,000 for 1979. (In local currency, billings were I£ 80,000,000 in 1979.) Accounts gained: Mefi Springwall mattresses, Sealy mattresses, Sahar Insurance Co., Metz TV, Kadosh Jeans, Snir Furniture, Clit Car Leasing. Accounts lost: Schweppes, Dizenhaus Travel.

May-Tal Associated Advertising Services Limited, Tel Aviv, only reports billings of \$1,340,000 for 1979, compared with billings of \$810,000 for 1978. (In local currency, billings were I£ 30,000,000 in 1979, compared with billings of I£ 18,000,000 in 1978.) Media breakdown: Newspapers 45%; magazines 15%; supplements 20%; radio 10%; outdoor 2%; transit advertising 6%; cinema 2%. Employees: 15. Accounts gained: Womens Hygienics, Sewer Installation Service, Medical Encyclopedia.

ITALY

The same 1979 rate of .001238 dollars to the Italian lire was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% depreciation of the lire against the dollar based on lire's 1978 exchange rate of .0013.

ATA Univas, Milan, reports gross income of \$3,253,464 on billings of \$22,655,400 for 1979, compared with gross income of \$2,894,444 on billings of \$20,074,170 for 1978. (In local currency, gross income was LI 2,628 billion on billings of LI 18.3 billion in 1979, compared with gross income of LI 2,338 billion on billings of LI 16.215 billion in 1978.) Media breakdown: Newspapers 12%; magazines 47%; radio 13%; tv 21%; outdoor 5%; point of sale 1%; cinema 1%. Employees: 66. Accounts gained: Assitalia insurance, Rizzoli (Annabella - women's maga-

zine). Account lost: Bonomelli.

B Communications, Milan, reports gross income of \$1,360,704 on billings of \$12,541,197 for 1979, compared with gross income of \$984,210 on billings of \$8,968,072 for 1978. (In local currency, gross income was LI 1,099 billion on billings of LI 10.130 billion in 1979, compared with gross income of LI 795,000,000 on billings of LI 7.244 billion in 1978.) Media breakdown: Newspapers 22.1%; magazines 34.7%; supplements 11%; radio 5.1%; tv 27.3%; outdoor 7.9%; business press 11%; transit advertising 2%; point of sale 11%; cinema 11%; farm press 0.9%. Accounts gained: Coin department stores, Campari international campaign, Paglieri toilettries, IGF leather fashion, Simar, Mirabello. Accounts lost: Supermarkets Italiani, Gamba Rotta liquors.

Ted Bates & Co., Milan, reports gross income of \$1,163,302 on billings of \$8,922,523 for 1979, compared with gross income of \$838,501 on billings of \$6,433,631 for 1978. (In local currency, gross income was LI 939,662,000 on billings of LI 7,207 billion in 1979, compared with gross income of LI 677,303,000 on billings of LI 5.197 billion in 1978.) Media breakdown: Newspapers 5.6%; magazines 36.9%; radio 12.2%; tv 35.2%; outdoor 5.1%; cinema 1.2%; other 3.8%. Employees: 31. Accounts gained: Het Nederlandse Zuivelbureau (Edam cheese), Schiaparelli - Torino (pharmaceuticals), I.S.F.-Milan (pharmaceuticals). Accounts lost: Magirus Deutz Italia, Verona (industrial vehicles), Warner-Lambert.

Benton & Bowles, Milan, reports gross income of \$1,153,786 on billings of \$7,695,751 for 1979, compared with gross income of \$903,937 on billings of \$6,029,260 for 1978. (In local currency, gross income was LI 931,975,528 on billings of LI 6.216 billion in 1979, compared with gross income of LI 730,159,088 on billings of LI 4.870 billion in 1978.) Media breakdown: Newspapers 2%; magazines 38%; supplements 1%; radio 7%; tv 49%; business press 1%; point of sale 1%; cinema 3%. Employees: 26. Accounts gained: Sovirel, Bayer, Manetti e Roberts, Latina Assicurazioni, Banco do Brasil. Accounts lost: Perferri, DMC, Harley-Davidson.

Leo Burnett, Milan, reports gross income of \$896,000 on billings of \$5,974,000 for 1979, compared with gross income of \$878,000 on billings of \$5,858,000 for 1978. (In local currency, gross income was LI 723,514,000 on billings of LI 4.826 billion in 1979, compared with gross income of LI 709,473,000 on billings of LI 4.732 billion in 1978.) Employees: 26. Accounts gained: Lilippon, Sao Cafe, Zucchi, Zeta Zucki, Baby Crema Johnson's, White Label.

Compton Italia, Rome, reports gross income of \$1,680,000 on billings of \$11,204,000 for 1979, compared with gross income of \$1,491,790 on billings of \$10,239,498 for 1978. (In local currency, gross income was LI 1,358 billion on billings of LI 9.050 billion in 1979, compared with gross income of LI 1,205 billion on billings of LI 8.271 billion in 1978.) Media breakdown: Newspapers 7%; magazines 46%; tv 31%; outdoor 6%; business press 3%; farm press 4%; cinema 3%. Accounts gained: IBM office products, Pampers, Silences (Jacomo perfume), Jeanne Gatineau cosmetics, TVS, Memorex HI. Accounts lost: Kronenbourg, USTC.

CPV, Kenyon & Eckhardt Italiana, Milan, only reports billings of \$2,160,310 for 1979, compared

with billings of \$1,740,628 for 1978. (In local currency, billings were LI 1,745 billion in 1979, compared with billings of LI 1,406 billion in 1978.) Media breakdown: Newspapers 14.1%; magazines 52.6%; radio 3.1%; tv 19.2%; outdoor 5%; cinema 6%. Employees: 53. Accounts gained: Alisarda - Sardinia airlines, Banca d'America e d'Italia, Canon cinecameras and optics, Peugeot 104 cars, Chesebrough-Pond's, Magirus Deutz Iveco trucks. Accounts lost: Avis Rent a Car, Texas instruments, Poltrona Frau (armchairs).

D'Arcy-MacManus & Masius, Milan, reports gross income of \$1,932,000 on billings of \$12,881,000 for 1979, compared with gross income of \$1,313,000 on billings of \$8,759,000 for 1978. (In local currency, gross income was LI 1,560 billion on billings of LI 10,405 billion in 1979, compared with gross income of LI 1,061 billion on billings of LI 7,075 billion in 1978.) Media breakdown: Newspapers and magazines 30%; radio 7%; tv 45%; outdoor 13%; cinema 5%. Employees: 43. Accounts gained: Societa Italiana Manufatti, Europ Assistance, Consorzio Comissionario Speciale. Account lost: ITT.

Dorland Italiana, Milan, only reports billings of \$3,730,000 for 1979, compared with billings of \$3,380,000 for 1978. (In local currency, billings were LI 2,013 billion in 1979, compared with billings of LI 2,730 billion in 1978.) Media breakdown: Newspapers 15%; magazines 45%; supplements 3%; radio 1%; tv 17%; business press 5%; cinema 14%. Employees: 18. Accounts gained: Asso hams and salami, Financial Times, Jaeger, Group 4 Italia, Rolls Royce.

Doyle Dane Bernbach Italia, Milan, reports gross income of \$1,109,248 on billings of \$7,394,986 for 1979, compared with gross income of \$1,009,580 on billings of \$6,739,536 for 1978. (In local currency, gross income was LI 896,000,000 on billings of LI 5.973 billion in 1979, compared with gross income of LI 815,493,000 on billings of LI 5,437 billion in 1978.) Media breakdown: Newspapers 5%; magazines 20%; radio 8%; tv 23%; outdoor 8%; business press 1%; cinema 1%; production 15%; art/copy 8%; other 11%. Employees: 21. Accounts gained: Accademia S.R.L., Plasmon S.p.A.

Euro-Advertising, Bologna, reports gross income of \$1,063,600 on billings of \$7,094,400 for 1979, compared with gross income of \$764,615 on billings of \$5,130,764 for 1978. (In local currency, gross income was LI 859,127,150 on billings of LI 5.73 billion in 1979, compared with gross income of LI 617,620,820 on billings of LI 4.14

billion in 1978.) Employees: 21. Accounts gained: CLB (Heudeberts French toast), Dalmas ladies' underwear, Ditrone Group (Casio pocket calculators, Hitachi/Inno-Hit, HIF-Maruman, lighters-Jean Lacroix, Pipers), Fonte Sacramora mineral water and soft drinks, Gerflor (floor treatment), Magli shoes and leather goods, MB International-women's swim suits, Mizar-Boschi women's wear, Pancaldi and B men's shirts and women's wear, Re-El electronic toys, Tefal Italia kitchen equipment, Woman Italiana night dresses and women's underwear.

Foote, Cone & Belding, Milan, reports gross income of \$3,470,041 on billings of \$23,145,172 for 1979, compared with gross income of \$2,705,309 on billings of \$18,044,405 for 1978. (In local currency, gross income was LI 2,803 billion on billings of LI 18,696 billion in 1979, compared with gross income of LI 1,185 billion on billings of LI 14,575 billion in 1978.) Media breakdown: Newspapers 15.5%; magazines 38.57%; radio 4.8%; tv 22.61%; outdoor 15.4%; cinema 3.12%. Employees: 84. Accounts gained: British Airways, Cinzano Spumanti, GFT-Facis, Lee Cooper, Promes, I' Messaggero SIP, new assignments from Braun, Gibb's, Gillette, GPF, Kraft, Rochas. Accounts lost: Enagh.

GGK Milano, Milan, reports gross income of \$743,000 on billings of \$4,952,000 for 1979, compared with gross income of \$464,000 on billings of \$3,095,000 for 1978. (In local currency, gross income was LI 600,000,000 on billings of LI 4 billion in 1979, compared with gross income of LI 375,000,000 on billings of LI 2.5 billion in 1978.) Media breakdown: Newspapers 21%; magazines 56%; radio 3%; tv 12%; outdoor 5%; business press 3%. Employees: 10. Accounts gained: Eminence men's underwear, Delchi, Fastigi furniture, Silent Gliss, Deko fabrics.

Int. H. A. Special, Turin, reports gross income of \$965,000 on billings of \$5,957,000 for 1979, compared with gross income of \$794,000 on billings of \$4,761,000 for 1978. (In local currency, gross income was LI 779,400,000 on billings of LI 4,812 billion in 1979, compared with gross income of LI 641,284,000 on billings of LI 3,846 billion in 1978.) Media breakdown: Newspapers 13%; magazines 39%; tv 15%; outdoor 11%; business press 5%; farm press 5%; point of sale 10%; cinema 2%. Employees: 28. Accounts gained: Toro, Sacco.

Intermarco-Farner Italia, Milan, part of the Publicis Intermarco-Farner European agency network, reports gross income of \$645,000 on billings of \$4,302,000 for 1979, compared with

Da oggi potete snocettare di essere troppo rigidi sulle vostre posizioni.



TBWA Milan illustrates mid-air body positions that can be achieved with the snug fit of a Vertebra chair.

ITALY

gross income of \$701,000 on billings of \$4,674,000 for 1978. (In local currency, gross income was LI 521,000,000 on billings of LI 3,475 billion in 1979, compared with gross income of LI 565,990,000 on billings of LI 3,775 billion in 1978.) Media breakdown: Newspapers and magazines 27%; radio 20%; tv 45.5%; outdoor 4%; cinema 5%; POS, promotion 3%. Employees: 19. Accounts gained: Audiola car hi-fi, Banque National de Paris, Boston Chemical adhesive tape/do-it-yourself products, IBM, Irish Tourist Board, Radio Studio 105, La Rinascente Gross-cash and carry, SAT Slendertone slimming equipment, Socofin hi-fi. Account lost: Pfaff sewing machines.

Italia/BBD0, Milan, reports gross income of \$2,872,160 on billings of \$19,523,260 for 1979, compared with gross income of \$1,671,300 on billings of \$11,142,000 for 1978. (In local currency, gross income was LI 2.32 billion on billings of LI 15.77 billion in 1979, compared with gross income of LI 1.35 billion on billings of LI 9 billion in 1978.) Media breakdown: Newspapers 18%; magazines 20%; radio 12%; tv 16%; outdoor 10%; business press 7%; point of sale 10%; cinema 2%. Employees: 48. Accounts gained: Club Mediterranee, Uno-A-Erre, Bristol-Myers, and Agfa.

Leader Pubblicità E Marketing, Florence, only reports billings of \$17,084,000 for 1979, compared with billings of \$13,047,000 for 1978. (In local currency billings were LI 13.8 billion in 1979, compared with billings of LI 10.54 billion in 1978.) Media breakdown: Newspapers 4%; magazines 45%; radio 7%; tv 15%; outdoor 20%; business press 2%; transit advertising 1%; point of sale 4%; cinema 2%. Employees: 64. Accounts gained: Manetti-Roberts (Aersana & new products), Uno A Erre (Silver line), Teacher's Scotch whisky, Piaggio (dealer advertising), Parfums Gres Paris, Berec batteries, National (electronic flashes). Accounts lost: I.B.P. (Buitoni-Perugina).

MAC, Milan, reports gross income of \$2,005,560 on billings of \$13,277,085 for 1979, compared with gross income of \$1,831,627 on billings of \$12,216,952 for 1978. (In local currency, gross income was LI 1.62 billion on billings of LI 10.805 billion in 1979, compared with gross income of LI 1.48 billion on billings of LI 9.868 billion in 1978.) These figures are only for MAC and do not include IPR Italia, included in last year's figures. Media breakdown: Newspapers 15.5%; magazines 44.7%; supplements 1.5%; radio 7%; state tv 17%; outdoor 3.6%; business press 2.5%; transit advertising 3.4%; cinema 5%; private tv 4.3%. Employees: 19. Account gained: SAMS S.p.A.-casual wear.

McCann-Erickson Italiana, Milan, reports gross income of \$7,073,000 on billings of \$47,177,000 for 1979, compared with gross income of \$6,035,000 on billings of \$40,255,000 for 1978. (In local currency, gross income was LI 5.713 billion on billings of LI 38.108 billion in 1979, compared with gross income of LI 4.875 billion on billings of LI 32.516 billion in 1978.) Employees: 149. Accounts gained: Banco di Roma, Carnation pet food, Lines disposable d'apers, New assignments: Gillette (Atrial-Contour razor), Lanificio di Somma bed linens, L'Oreal (new products), Rizzoli (magazines), Unilever-Althea frozen foods, van de Bergh products.

Milano & Grey, Milan, reports gross income of \$2,984,000 on billings of \$20,055,000 for 1979, compared with gross income of \$1,733,000 on billings of \$11,637,000 for 1978. (In local currency, gross income was LI 2.41 billion on billings of LI 16.2 billion in 1979, compared with gross income of LI 1.4 billion on billings of LI 9.4 billion in 1978.) Media breakdown: Newspapers 7%; magazines 23.7%; radio 11.3%; tv 55.5%; outdoor 1.5%; cinema 1%. Employees: 50. Accounts gained: Rene Briand brandy, Chivas whisky, Vodka Nikolai, Four Roses bourbon, Einagh caravan and autocaravan, Avera International campaigns, Nivea cream, Atrix handcream, Kim cigarettes, Meazzi musical instruments, Ansalplasto (plaster).

Norman, Craig & Kummel, Milan, reports gross income of \$2,389,300 on billings of \$15,937,000 for 1979, compared with gross income of \$2,035,643 on billings of \$13,571,000 for 1978. (In local currency, gross income was LI 1.93 billion on billings of LI 12.87 billion in 1979, compared with gross income of LI 1.64 billion on billings of LI 10.96 billion in 1978.) Media breakdown: Newspapers 2%; magazines 32%; radio 19%; tv 33%; outdoor 11%; business press 1%; cinema 2%. Employees: 42. Accounts gained: Industrie Buitoni Perugina-new products, Colgate-Palmolive-Genio cream scourer, Experience toilet soap, Softergent (MILS detergent), Recoaro-Gingerino soft drink, Testanera (Schwarzkopf), Kaloderma Gelee & Bianca, Opilca depilatory cream. Accounts lost: J.G. Durand, Tunisian tourism, Plasmon Dietetici Alimentari.

Ogilvy & Mather, Milan, reports gross income of \$1,019,480 on billings of \$6,799,935 for 1979, compared with gross income of \$879,055 on billings of \$5,863,300 for 1978. (In local currency, gross income was LI 823,490,000 on billings of LI 5.49 billion in 1979, compared with gross income of LI 710,061,000 on billings of LI 4.74 billion in 1978.) Media breakdown: Newspapers 24%; magazines 30%; radio 5%; tv 34%; cinema 7%. Employees: 23. Accounts gained: Bayer Pharma, Campari International, TWA, *Corriere della Sera*. Accounts lost: Trenno, Alisarda, British Airways, Beecham.

Publinter wpt, Padua, Torino and Rome, reports gross income of \$4,100,000 on billings of \$26,600,000 for 1979, compared with gross income of \$2,104,600 on billings of \$19,808,000 for 1978. (In local currency, gross income was LI 3.31 billion on billings of LI 21.49 billion in 1979, compared with gross income of LI 1.7 billion on billings of LI 16 billion in 1978.) Media breakdown: Newspapers 10%; magazines 41%; radio 8%; tv 27%; outdoor 14%. Employees: 108. Accounts gained: IBP Buitoni-spaghettini pasta, Loewe color tv sets, Fieldcrest bath towels, Mauro coffee, Pez sweets, BMW Marine (boat motors). Accounts lost: TWA, San Remo men's wear.

SSC&B (Italy), Milan, reports gross income of \$4,277,000 on billings of \$29,809,000 for 1979, compared with gross income of \$2,981,000 on billings of \$20,287,000 for 1978. (In local currency, gross income was LI 3.46 billion on billings of LI 24.08 billion in 1979, compared with gross income of LI 2.41 billion on billings of LI 16.39 billion in 1978.) Media breakdown: Newspapers 1%; magazines 33%; radio 15%; tv 38%; outdoor 1%; point of sale 2%; cinema 1%; other 9%. Employees: 90.

S&T ABH International, Milan,

reports gross income of \$817,080 on billings of \$5,447,200 for 1979, compared with gross income of \$1,015,160 on billings of \$6,505,566 for 1978. (In local currency, gross income was LI 660,000,000 on billings of LI 4.4 billion in 1979, compared with gross income of LI 820,000,000 on billings of LI 5.25 billion in 1978.) Media breakdown: Newspapers 16%; magazines 48%; radio 7%; tv 11%; outdoor 18%. Employees: 15. Accounts gained: Laverda, Malobbia, Marvin, Rumi, Bellentani. Accounts lost: I.A.C., Lee Cooper, Marus.



Nazareno Gabrielli, one of Italy's most prestigious leather goods manufacturers, commissions leading photographers to interpret the "Gabrielli Woman" theme in their own completely personal way. Photographers are identified in the ads. Elisa and attache in this case were snapped by Ignazio Parravicini. CPV, Kenyon & Eckhardt Italiana, Milan, is the agency.

TBWA, Milan, reports gross income of \$3,050,000 on billings of \$20,330,000 for 1979, compared with gross income of \$1,739,400 on billings of \$11,600,000 for 1978. (In local currency, gross income was LI 2,464 billion on billings of LI 16.422 billion in 1979, compared with gross income of LI 1.41 billion on billings of LI 9.37 billion in 1978.) Media breakdown: Newspapers 15%; magazines 55%; radio 5%; tv 15%; outdoor 5%; business press 5%. Employees: 60. Accounts gained: 3M, Quaker Oats, Corn Products, Henkel.

Armando Testa, Torino, reports gross income of \$4,568,000 on billings of \$32,283,000 for 1979, compared with gross income of \$3,652,000 on billings of \$23,591,000 for 1978. (In local currency, gross income was LI 3.69 billion on billings of LI 26.08 billion in 1979, compared with gross income of LI 2.95 billion on billings of LI 19.06 billion in 1978.) Media breakdown: Newspapers 5%; magazines 32%; radio 12%; tv 36%; outdoor 8%; transit advertising 4%; cinema 3%. Employees: 118. Accounts gained: Supermercati Esselunga, Rubinetterie Zucchetti, Coasozio Asti Spumante. Account lost: Olio Sasso.

J. Walter Thompson Italia, Milan, reports gross income of \$6,681,011 on billings of \$46,251,508 for 1979, compared with gross income of \$5,509,700 on billings of \$38,553,047 for 1978. (In local currency, gross income was LI 5.4 billion on billings of LI 37.36 billion in 1979, compared with gross income of LI 4.45 billion on billings of LI 31.14 billion in 1978.) Media breakdown: Newspapers 41%; radio 5%; tv 23%; outdoor 6%; point of sale 2%; cinema 2%; fees (pr, studio, media buying etc.) 21%. Employees: 133. Accounts gained: Interbanca, Siai Marchetti airplanes, Zanussi-Zoppas appliances, Rizzoli-new daily L'Occhio, Arman windshield wipers, Fonti Levissima (Orange soda), Centro Sperimentale del Latte, Visteri (Warner-Lambert), SME-GS (Serio project), Augusta-institutional, Kraft catering, Kodak copy prints,

Sitia Yomo (new products), Guinness (new product). Accounts lost: Campari, Sag., Euronet.

Troost Campbell-Ewald, Milan, reports gross income of \$1,577,000 on billings of \$10,519,000 for 1979, compared with gross income of \$1,260,000 on billings of \$8,406,000 for 1978. (In local currency, gross income was LI 1.27 billion on billings of LI 8.5 billion in 1979, compared with gross income of LI 1.02 billion on billings of LI 6.79 billion in 1978.) Employees: 31. Accounts gained: Bisleri-Ferrocina bitters, IMEC-Symphonie women's wear, Menley & James-Contac, Philips white goods. Accounts lost: Rinascente department store, Sogetel-tv/hi-fi, Mixel sportswear.

Pubbli Dan Wirz, Milan, reports gross income of \$620,000 on billings of \$6,180,000 for 1979, compared with gross income of \$532,340 on billings of \$5,690,000 for 1978. (In local currency, gross income was LI 500,000,000 on billings of LI 5 billion in 1979, compared with gross income of LI 430,000,000 on billings of LI 4.6 billion in 1978.) January 1, 1979, Wirz Marketing & Pubblicità merged with Pubbli Dan. Media breakdown: Newspapers 9%; magazines 17%; supplements 1%; radio 4%; tv 31%; outdoor 21%; business press 2%; transit advertising 3%; point of sale 2%; cinema 2%; farm press 2%; direct mail 3%; sales promotion 3%. Employees: 20. Accounts gained: Storck KG marketing consulting, Hansa faucets, Merloni sanitary fittings. Accounts lost: Viva, Milano language schools.

Young & Rubicam, Milan, reports gross income of \$6,576,000 on billings of \$43,862,000 for 1979, compared with gross income of \$4,521,000 on billings of \$30,155,000 for 1978. (In local currency, gross income was LI 5.31 billion on billings of LI 35.43 billion in 1979, compared with gross income of LI 3.65 billion on billings of LI 24.36 billion in 1978.) Y&R does not publish billings figures. These are AA estimates. Media breakdown: Newspapers 10%; magazines 35%; radio 8%; tv 38%; outdoor 6%; cinema 2%; other 1%. Employees: 114. Accounts gained: Consorzio per la Convenzione Indennizzo Diretto, Blue Bell, Citibank, Fonti Levissima ("Billy" non-carbonated drink). Account lost: Fonti Levissima (demon soda).

JAMAICA

The same 1979 rate of 5743 U.S. dollars to the Jamaica dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% depreciation of the J dollar against the U.S. dollar based on J dollar's 1978 exchange rate of 5985.

Dunlop Corbin Compton Associates, Kingston, reports gross income of \$415,814 on billings of \$2,773,481 for 1979, compared with gross income of \$352,914 on billings of \$2,353,940 for 1978. (In local currency, gross income was J\$724,037 on billings of J\$4,829,325 in 1979, compared with gross income of J\$614,512 on billings of J\$4,098,799 in 1978.) Media breakdown: Newspapers 33%; magazines 4%; radio 27%; tv 16%; outdoor 8%; printing 12%. Employees: 28 in 1978. Accounts gained: Master Blend Feeds, Rapid Sheffield, CMP envelopes, Alcoa, Guinness Ja. (Ting), Holiday Inn, Popular Printers Inc. Account lost: Jamaica Telephone Co.

Lindo, Norman, Craig & Kummel, Kingston, reports gross income of \$356,600 on billings of \$2,379,000 for 1979, compared with gross income of \$330,223 on billings of \$2,211,055 for 1978. (In local currency, gross income was J\$621,000 on billings of J\$4,142,000

in 1979, compared with gross income of J\$575,000 on billings of J\$3,850,000 in 1978.) Media breakdown: Newspapers 36%; magazines 5%; radio 28%; tv 26%; outdoor 5%. Employees: 21. Accounts gained: Shell, Runaway Bay Hotel, Old Tom gin. Accounts lost: Highgate Foods, ICWI Insurance, Ovaltine.

McCann-Erickson (Jamaica), Kingston, reports gross income of \$281,000 on billings of \$1,874,000 for 1979, compared with gross income of \$239,000 on billings of \$1,597,000 for 1978. (In local currency, gross income was J\$490,000 on billings of J\$3,268,000 in 1979, compared with gross income of \$417,000 on billings of J\$2,781,000 in 1978.) Employees: 25. Accounts gained: Facey Commodity Co.—Eve packaged foods. New assignment: Highgate Food Products—chocolate drink, candy.

JAPAN

The same 1979 rate of 004708 dollars to the Japanese yen was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% depreciation of the yen against the dollar based on yen's 1978 exchange rate of 0049.

Asahi Kokoku-sha, Tokyo, reports gross income of \$26,014,000 on billings of \$165,382,000 for 1979, compared with gross income of \$22,517,000 on billings of \$153,161,000 for 1978. (In local currency, gross income was Y5.525 billion on billings of Y35.128 billion in 1979, compared with gross income of Y4.783 billion on billings of Y32.532 billion in 1978.) Media breakdown: Newspapers 69.2%; magazines 3.1%; radio 3.5%; tv 9.2%; point of sale 15%. Employees: 923 in 29 offices.

Asahi Tsushin Advertising, Tokyo, reports gross income of \$20,799,944 on billings of \$143,914,144 for 1979, compared with gross income of \$18,306,587 on billings of \$118,181,620 for 1978. (In local currency, gross income was Y4.418 billion on billings of Y30.568 billion in 1979, compared with gross income of Y3.888 billion on billings of Y25.102 billion in 1978.) Media breakdown: Newspapers 21.6%; magazines 11.7%; radio 3.3%; tv 39%; outdoor 3.3%; transit advertising 3%; point of sale 8.6%; other 9.5%. Employees: 390. Accounts gained: Nihon Fisheries, Nissin Foods Co.

Asia Advertising Agency, Tokyo, reports gross income of \$1,413,000 on billings of \$7,067,000 for 1979, compared with gross income of \$1,215,000 on billings of \$6,073,000 for 1978. (In local currency, gross income was Y300,000,000 on billings of Y1.501 billion in 1979, compared with gross income of Y258,000,000 on billings of Y1.290 billion in 1978.) Media breakdown: Newspapers 14%; magazines 17%; business press 40%; point of sale 1%; catalogs & brochures 17%; trade-fair exhibits & conventions 8%; pr publications 3%. Employees: 53. Account gained: Hitachi consumer account - VTR, hi-fi.

Chuo Senko Advertising, Tokyo, reports gross income of \$15,453,539 on billings of \$112,370,544 for 1979, compared with gross income of \$14,048,672 on billings of \$104,046,800 for 1978. (In local currency, gross income was Y3.282 billion on billings of Y23.868 billion in 1979, compared with gross income of Y2.984 billion on billings of Y22.1 billion in 1978.) Media breakdown: Newspapers 15%; magazines 8.9%; supplements 1%; radio 1.2%; tv 39%; outdoor 12.5%; business press 6.5%; transit advertising 2%; point of sale 5.7%; farm press 4.2%; international 4%. Employees: 280 in eight

JAPAN

domestic and seven overseas offices. Accounts gained: Skylark, Nihon Lego K.K., Fuji Latex, Kadus Japan, Doit Corp., Sony Plaza Store, Sony Wilson, Sankyo Shoji, Kosuga & Co.

Dai-ichi Advertising, Tokyo, reports gross income of \$22,244,000 on billings of \$158,110,500 for 1979, compared with gross income of \$20,458,000 on billings of \$147,890,500 for 1978. (In local currency, gross income was ¥4.72 billion on billings of ¥33.58 billion in 1979, compared with gross income of ¥4.35 billion on billings of ¥31.41 billion in 1978.) Media breakdown: Newspapers 14.4%; magazines 1.94%; radio 5.08%; tv 66.97%; outdoor 7.41%; others 4.2%. Employees: 440 in eight offices.

Dai-ichi Kikaku Co., Tokyo, reports gross income of \$38,430,170 on billings of \$272,554,400 for 1979, compared with gross income of \$31,294,170 on billings of \$212,885,520 for 1978. (In local currency, gross income was ¥8.163 billion on billings of ¥57.892 billion in 1979, compared with gross income of ¥6.647 billion on billings of ¥45.218 billion in 1978.) Media breakdown: Newspapers 11%; magazines 7%; radio 6.3%; tv 67.8%; outdoor 2.5%; transit advertising 2.2%; point of sale 3.2%. Employees: 456 in eight offices. Accounts gained: DuPont Far East, Ajinomoto Inc., Ministry of Post/comm., Yamaha Motors.

Dai-ichi Tsushin-Sha Co., Tokyo, only reports billings of \$21,487,312 for 1979, compared with billings of \$20,159,656 for 1978. (In local currency, billings were ¥4.564 billion in 1979, compared with billings of ¥4.282 billion in 1978.) Media breakdown: Newspapers 25.5%; magazines 28.2%; radio 6.1%; tv 27.9%; point of sale 5.1%; production 7.2%. Employees: 93. Accounts gained: Nippon Life Insurance, Elmo Co., Chuba Electric Power Co., Kasugai Seika Co.

Daiko Advertising, Osaka, reports gross income of \$55,365,000 on billings of \$447,962,000 for 1979, compared with gross income of \$48,491,000 on billings of \$410,344,000 for 1978. (In local currency, gross income was ¥11.760 billion on billings of ¥95.149 billion in 1979, compared with gross income of ¥10.300 billion on billings of ¥87.159 billion in 1978.) Media breakdown: Newspapers 32%; magazines 3%; radio 5%; tv 37%; other 23%. Employees: 1,435 in 45 offices.



Kanebo dresses image

Isabelle Rossellini, daughter of Ingrid Bergman, became yet another Occidental presenter in Japanese ads during 1979. Here she models for Belle-seime, a women's fashion line carried by Kanebo, the Japanese textile and cosmetics company.

イサベラ。君にカウボーイのイメージは合わない。

fices.

Dentsu Inc., Tokyo, reports gross income of \$352,790,000 on billings of \$2,437 billion for 1979, compared with gross income of \$308,810,000 on billings of \$2,120 billion for 1978. (In local currency, gross income was ¥74.935 billion on billings of ¥517.622 billion in 1979, compared with gross income of ¥65.592 billion on billings of ¥450.207 billion in 1978.) Gross income and billings figures are only for Dentsu Inc., not for the agency's subsidiary offices. Media breakdown: Newspapers 27%; magazines 4%; radio 4%; tv 49.3%; outdoor 11.6%; other 4%. Employees: 5,237 in 38 offices.

Grey-Daiko Advertising, Tokyo, reports gross income of \$5,071,000 on billings of \$37,438,000 for 1979, compared with gross income of \$3,875,000 on billings of \$27,815,000 for 1978. (In local currency, gross income was ¥1.077 billion on billings of ¥7.952 billion in 1979, compared with gross income of ¥823,000,000 on billings of ¥5.908 billion in 1978.) Media breakdown: Newspapers 0.8%; magazines 6.7%; radio 2%; tv 78.6%; outdoor 2.1%; print production 6.7%; Fees, etc. 3.1%. Employees: 113. Accounts gained: Kirin-Seagram, BankAmerica Corp., Airwick Products (Japan), new products from Procter & Gamble, Kobayashi Pharmaceutical Co., Lion Corp. and Ferrero.

Hakuhodo Inc., Tokyo, reports gross income of \$127,417,000 on billings of \$896,271,000 for 1979, compared with gross income of \$109,676,000 on billings of \$711,012,000 for 1978. (In local currency, gross income was ¥27.064 billion on billings of ¥190.372 billion in 1979, compared with gross income of ¥23.296 billion on billings of ¥151.022 billion in 1978.) Media breakdown: Newspapers 21.4%; magazines 6.6%; supplements .8%; radio 4%; tv 48.6%; other 18.6%. Employees: 2,419.

International Ad Co., Osaka, reports gross income of \$321,079 on billings of \$2,608,103 for 1979, compared with gross income of \$215,979 for 1978. (In local currency, gross income was ¥68,198,675 on billings of ¥553,972,573 in 1979, compared with gross income of ¥45,874,812 in 1978.) Agency did not supply billings for 1978. Media breakdown: Newspapers 27%; magazines 14%; radio 7%; tv 11%; outdoor 11%; cinema 6%; copy, artwork, CF production, etc. 24%. Employees: 6.

Jima Dentsu Advertising, To-



Calpis Soda, a Calpis Food Industry Co., Ltd., product, at left ties in with Doll Festival in Japan with image ad headlined: "To your daughter's health and happiness." While at right, Suntory Old Whisky in the background illustrates that "wherever you travel in Japan Suntory whisky is there to stimulate your appetite. Agency in both cases is Dentsu Inc.

kyo, reports gross income of \$5,808,251 on billings of \$50,876,788 for 1979, compared with gross income of \$4,968,555 on billings of \$43,296,240 for 1978. (In local currency, gross income was ¥1.234 billion on billings of ¥10.806 billion in 1979, compared with gross income of ¥1.055 billion on billings of ¥9.196 billion in 1978.) Media breakdown: Newspapers 13%; magazines 4%; radio 1%; tv 49%; point of sale 23%; other 10%. Employees: 124. Accounts gained: Chance Pilkington K.K., Kyodo Milk Industry Co., Club Mediterranee.

Ketchum Osawa International, Tokyo, reports gross income of \$1,550,848 on billings of \$10,344,157 for 1979, compared with gross income of \$1,466,800 on billings of \$9,783,900 for 1978. (In local currency, gross income was ¥329,407,000 on billings of ¥2.197 billion in 1979, compared with gross income of ¥311,558,600 on billings of ¥2.078 billion in 1978.) Agency is the result of a merger between Osawa agency and Ketchum Advertising (Japan), as of August 1, 1979. Employees: 53. Accounts gained: Jaeger-Le Coultre watches, Blue River diamonds, Bell & Howell, Mamiya cameras, AMF Ben Hogan golf equipment & sportswear, AMF Head tennis rackets and equipment, AMF Head skis, Toyo Carrier.

Kyodo Advertising, Tokyo, reports gross income of \$11,962,117 on billings of \$85,443,698 for 1979, compared with gross income of \$11,301,059 on billings of \$80,721,866 for 1978. (In local currency, gross income was ¥2.541 billion on billings of ¥18.149 billion in 1979, compared with gross income of ¥2.400 billion on billings of ¥17.146 billion in 1978.) Media breakdown: Newspapers 25.3%; magazines 3.8%; radio 9.8%; tv 44.1%; outdoor 7.4%; printed matter 9.6%. Employees: 380 in nine offices. Accounts gained: Tokyo Electronics Co., The Dai'ei Inc., Honda Verno, Lotte Electronics Co., Caproll Co.

Mainichi Advertising, Tokyo, reports gross income of \$6,216,311 on billings of \$50,167,647 for 1979, compared with gross income of \$5,338,665 on billings of \$45,909,845 for 1978. (In local currency, gross income was ¥1.320 billion on billings of ¥10.656 billion in 1979, compared with gross income of ¥1.134 billion on billings of ¥9.751 billion in 1978.) Media breakdown: Newspapers 49.3%; magazines 3%; radio 4.9%; tv 14.9%; point of sale 27.9%. Employees: 168 in four offices. Accounts gained: Tanaka Kikinzoku

Kogyo K.K., Nippon Recruit Center Co.

Man-Nen-Sha Inc., Osaka, reports gross income of \$14,152,332 on billings of \$120,813,534 for 1979, compared with gross income of \$14,851,848 on billings of \$130,029,531 for 1978. (In local currency, gross income was ¥3,006 billion on billings of ¥25.662 billion in 1979, compared with gross income of ¥3.155 billion on billings of ¥27.169 billion in 1978.) Media breakdown: Newspapers 34.5%; magazines 3.3%; radio 5.5%; tv 40%; outdoor 13.1%; other 3.6%. Employees: 490 in 12 offices.

McCann-Erickson Hakuhodo, Tokyo, reports gross income of \$26,730,000 on billings of \$178,289,000 for 1979, compared with gross income of \$23,022,000 on billings of \$153,558,000 for 1978. (In local currency, gross income was ¥5.677 billion on billings of ¥37.869 billion in 1979, compared with gross income of ¥4.890 billion on billings of ¥32.616 billion in 1978.) Employees: 490. Accounts gained: American Express credit cards, Du Pont (Orlon, Teflon, Silverstone, corporate), Grant's (whisky, Cointreau), U. Bix Div., Konishiroku copy machines, Iwai-eye glass retailer, Kodak - corporate, Lufthansa - passenger, cargo, Olivetti typewriters, business machines, Okamura office furniture. New assignments: Coca-Cola - Hi-C crystals, Nabisco (potato sticks, petit toast, snacks including macaroni puffs, Snap, Perky), Nestle - new product, Richardson-Merrell-Nymed. Accounts lost: Heublein - Black & White whisky.

Meitsu Advertising, Tokyo, reports gross income of \$9,793,000 on billings of \$61,204,000 for 1979, compared with gross income of \$9,298,000 on billings of \$58,850,000 for 1978. (In local currency, gross income was ¥2.080 billion on billings of ¥13.000 billion in 1979, compared with gross income of ¥1.975 billion on billings of ¥12.500 billion in 1978.) Media breakdown: Newspapers 23%; magazines 12%; supplements 4%; radio 8%; tv 39%; outdoor 6%; business press 1%; transit advertising 0.3%; point of sale 3%; cinema 0.2%; farm press 3.5%. Employees: 235 in seven offices. Accounts gained: KDD, Shakey's Kenwood. Account lost: Kikkoman.

Naito Issui Sha Co., Tokyo, reports gross income of \$64,970,400 on billings of \$370,284,200 for 1979, compared with gross income of \$48,963,200 on billings of \$345,567,200 for 1978. (In local currency, gross income was ¥13.8 billion on billings of ¥278.65 billion in

1979, compared with gross income of ¥10.4 billion on billings of ¥73.4 billion in 1978.) Media breakdown: Newspapers 96%; magazines 2%; supplements 1%; radio 1%. Employees: 365 in 20 offices.

Nambokusha Advertising, Tokyo, reports gross income of \$4,708,000 on billings of \$35,780,000 for 1979, compared with gross income of \$4,359,608 on billings of \$30,931,560 for 1978. (In local currency, gross income was ¥1 billion on billings of ¥7.6 billion in 1979, compared with gross income of ¥926,000,000 on billings of ¥6.57 billion in 1978.)

Nihon Keizaisha Advertising, Tokyo, reports gross income of \$11,026,136 on billings of \$64,706,752 for 1979, compared with gross income of \$10,484,716 on billings of \$53,318,100 for 1978. (In local currency, gross income was ¥2.342 billion on billings of ¥13.744 billion in 1979, compared with gross income of ¥2.227 billion on billings of ¥11.325 billion in 1978.) Media breakdown: Newspapers 63%; magazines 14%; radio and tv 9%; point of sale 10%; other 4%. Employees: 339 in eight offices.

Orikomi Advertising, Tokyo, affiliated with Bates Intl., reports gross income of \$18,061,300 on billings of \$134,570,000 for 1979, compared with gross income of \$15,291,584 on billings of \$120,265,860 for 1978. (In local currency, gross income was ¥3.836 billion on billings of ¥28.583 billion in 1979, compared with gross income of ¥3.248 billion on billings of ¥25.545 billion in 1978.) Media breakdown: Newspapers 13.5%; magazines 4.5%; radio 4.4%; tv 23.6%; transit advertising 33%; outdoor/posters 21%. Employees: 407 in five offices.

Osaka Yomiuri Advertising, Osaka, reports gross income of \$10,656,558 on billings of \$57,262,933 for 1979, compared with gross income of \$9,435,868 on billings of \$51,302,134 for 1978. (In local currency, gross income was ¥2.264 billion on billings of ¥12.163 billion in 1979, compared with gross income of ¥2.004 billion on billings of ¥10.897 billion in 1978.) Media breakdown: Newspapers 67.4%; magazines 2.8%; supplements 1.3%; radio 5.2%; tv 15.6%; outdoor 3.9%; transit advertising 1.7%; cinema 2.1%. Employees: 318 in two offices.

Sanko-sha Advertising, Nagoya, reports gross income of \$9,000,000 on billings of \$56,500,000 for 1979, compared with gross income of \$7,800,000 on billings of \$49,900,000 for 1978. (In



JAPAN

local currency, gross income was ¥1.912 billion on billings of ¥12.0 billion in 1979, compared with gross income of ¥1.657 billion on billings of ¥10.6 billion in 1978.) Media breakdown: Newspapers 48.5%; radio 7.1%; tv 28.5%; outdoor 15.5%; other 0.4%. Employees: 279 in five offices.

Senkoshu Advertising, Tokyo, only reports billings of \$38,531,425 for 1979, compared with billings of \$35,098,608 for 1978. (In local currency, billings were ¥8.18 billion in 1979, compared with billings of ¥7.24 billion in 1978.) Media breakdown: Newspapers 2%; magazines 13%; radio 7%; tv 46%; outdoor 19%; point of sale 10%. Employees: 137 in eight domestic and two overseas offices.

Shinwa International, Tokyo, reports gross income of \$264,660 on billings of \$2,977,305 for 1979, compared with gross income of \$289,754 on billings of \$3,703,326 for 1978. (In local currency, gross income was ¥56,215,000 on billings of ¥632,393,000 in 1979, compared with gross income of ¥61,545,000 on billings of ¥361,794,000 in 1978.) Media breakdown: Newspapers 10%; magazines 30%; business press advertising 40%; other 20%. Employees: 10.

Standard Advertising, Tokyo, reports gross income of \$7,563,236 on billings of \$54,763,004 for 1979, compared with gross income of \$6,804,119 on billings of \$48,607,806 for 1978. (In local currency, gross income was ¥1.606 billion on billings of ¥11.632 billion in 1979, compared with gross income of ¥1.403 billion on billings of ¥10.325 billion in 1978.) Media breakdown: Newspapers 22%; magazines 25%; radio 6%; tv 31%; other 16%. Employees: 113. Accounts gained: Mitsubishi Electric Co.

J. Walter Thompson Co. Japan, Tokyo, reports gross income of \$9,647,351 on billings of \$64,315,659 for 1979, compared with gross income of \$9,041,224 on billings of \$60,274,815 for 1978. (In local currency, gross income was ¥2.409 billion on billings of ¥13.661 billion in 1979, compared with gross income of ¥1.920 billion on billings of ¥12.803 billion in 1978.) Media breakdown: Newspapers 10.6%; magazines 18%; production 4.7%; radio 0.5%; tv 42.2%; pr 3.1%; point of sale 10.7%; market research 10.2%. Employees: 249. Accounts gained: Harlequin Enterprise, Nippon Joryushu Shuzo Kumiai, Warner-Lambert (Japan).

Toei Advertising, Tokyo, reports gross income of \$3,059,965 on billings of \$20,958,712 for 1979, compared with gross income of \$3,029,197 on billings of \$20,467,564 for 1978. (In local currency, gross income was ¥649,950,000 on billings of ¥4.452 billion in 1979, compared with gross income of ¥643,415,000 on billings of ¥4.347 billion in 1978.) Media breakdown: Newspapers 18%; magazines 11%; radio 3%; tv 52%; transit advertising 2%; point of sale 3%; cinema 7%; other 3%. Employees: 49.

Tokyu Advertising, Tokyo, reports gross income of \$34,426,372 on billings of \$239,920,330 for 1979, compared with gross income of \$30,680,633 on billings of \$199,217,782 for 1978. (In local currency, gross income was ¥7.312 billion on billings of ¥50.960 billion in 1979, compared with gross income of ¥6.517 billion on billings of ¥42.315 billion in 1978.) Media breakdown: Newspapers

14.7%; magazines 2.6%; radio 2.9%; tv 39.6%; outdoor 5.1%; transit advertising 11.2%; other 23.9%. Employees: 518 in four offices. Accounts gained: Toyo Kogyo Co.

Yomiko Advertising, Tokyo, reports gross income of \$30,712,125 on billings of \$172,936,434 for 1979, compared with gross income of \$24,825,519 on billings of \$151,002,266 for 1978. (In local currency, gross income was ¥6.523 billion on billings of ¥36.732 billion in 1979, compared with gross income of ¥5.273 billion on billings of ¥32.074 billion in 1978.) Media breakdown: Newspapers 44.3%; magazines 2.8%; supplements 3.96%; radio 4.65%; tv 37.22%; outdoor 2.8%; transit advertising 1.48%; creative, pr, printing, others 2.68%. Employees: 651 in 16 offices. Accounts gained: Mitsubishi Motors Corp., Hitachi, Nippon Univac Kaisha, Iseki Agricultural Machinery Mfg. Co., Mallory Battery Japan, Yakult Honsha Co.

Young & Rubicam K.K., Tokyo, reports gross income of \$3,086,000 on billings of \$20,584,000 for 1979, compared with gross income of \$2,758,000 on billings of \$18,396,000 for 1978. (In local currency, gross income was ¥655,496,000 on billings of ¥4.372 billion in 1979, compared with gross income of ¥585,900,000 on billings of ¥4.022 billion in 1978.) Y&R does not supply billing figures. Those listed here are AA estimates. Media breakdown: Newspapers 8%; magazines 16%; radio 2%; tv 57%; research 1%; sales promotion 16%. Employees: 68. Accounts gained: Heublein Black & White Scotch, Johnson & Johnson (Carefree Panty Shields and baby shampoo). Accounts lost: Shulton toiletries, Citicorp Consumer Credit.

KENYA

The same 1979 rate of 1449 dollars to the shilling was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 6.5% appreciation against the U.S. dollar based on the shilling's 1978 exchange rate of .1360.

McCann-Erickson (Kenya), Nairobi, reports gross income of \$934,000 on billings of \$6,444,000 for 1979, compared with gross income of \$670,289 on billings of \$4,639,000 for 1978. (In local currency, gross income was KSh 6,227,947 on billings of KSh 42,981,000 in 1979, compared with gross income of KSh 4,483,496 on billings of KSh 30,942,000 in 1978.) Employees: 52. Accounts gained: B.A.T. Kenya Ltd. (State Express 555 cigarettes), S.C. Johnson (Johnson's Wax), Kenya Breweries (Tusker Premium Lager).

Ogilvy & Mather (EA), Nairobi, reports gross income of \$939,025 on billings of \$6,263,294 for 1979, compared with gross income of \$811,202 on billings of \$5,410,720 for 1978. (In local currency, gross income was KSh 6,480,500 on billings of KSh 43,224,940 in 1979, compared with gross income of KSh 5,598,360 on billings of KSh 37,341,060 in 1978.) Media breakdown: Newspapers 37.18%; magazines 5.10%; supplements 1.70%; radio 23.94%; tv 1.83%; outdoor 3.48%; farm press 0.50%; cinema 26.27%. Employees: 51. Accounts gained: Leyland Cooper, Tampax, Iberia Airlines, Reckitt & Colman. Accounts lost: Johnson's Wax, Chesebrough-Ponds.

KUWAIT

The same 1979 rate of 3.65 dollars to the K dinar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 33% appreciation against the U.S. dollar based on the K dinar's 1978 exchange rate of 2.738.

Arab Advertising Agency, Kuwait, reports gross income of \$2,745,000 on billings of \$13,500,000 for 1979, compared with gross income of \$2,117,000 on billings of \$10,585,000 for 1978. (In local currency, gross income was K dinar 752,000 on billings of K dinar 3,698,000 in 1979, compared with gross income of K dinar 580,000 on billings of K dinar 2,900,000 in 1978.) Media breakdown: Newspapers 29%; magazines 22%; supplements 1%; radio 3%; tv 35%; outdoor 3%; cinema 7%. Employees: 120 in six offices. Accounts gained: Philip Morris L&M and Lark cigarettes, Malaysian Airlines System, Tourist Development Corp. of Malaysia, RC Cola, Royal Doulton, Swissair, Waterford Crystal.

LEBANON

The same 1979 rate of 3163 dollars to the L pound was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 6.4% depreciation against the U.S. dollar based on the L pound's 1978 exchange rate of .3380.

Intermarkets S.A.L., Beirut, reports gross income of \$4,034,000 on billings of \$23,110,300 for 1979, compared with gross income of \$2,700,000 on billings of \$16,540,000 for 1978. The figures are a consolidation of Intermarkets' seven advertising offices in the Middle East, and the 1979 performance represents the first full year of operation for the network. This past year, Intermarkets and Bursan-Marsteller formed a joint venture, Bursan-Marsteller/Intermarkets, a public relations company in Bahrain. Media breakdown: Magazines 49%; radio 6%; tv 27%; point of sale 1%; cinema 3%; other 11% (consumer promotions mainly in Saudi Arabia). Employees: 118. Accounts gained: New Gillette products, Red Label Tea, Ovaltine, Kellogg, Eveready, New Zealand Dairy Board, Clorox, Parker. Accounts lost: Shulton, Johnson International.

MALAYSIA

The same 1979 rate of 4634 U.S. dollars to the Malaysian dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 16% appreciation of the M dollar against the dollar based on M dollar's 1978 exchange rate of .398.

Ted Bates (Malaysia), Kuala Lumpur, reports gross income of \$1,020,000 on billings of \$6,700,000 for 1979, compared with gross income of \$713,636 on billings of \$5,100,000 for 1978. (In local currency, gross income was M\$2,200,000 on billings of M\$14,500,000 in 1979, compared with gross income of M\$1,540,000 on billings of M\$11,000,000 in 1978.) Employees: 66. Accounts gained: Bursan-Marsteller, Renault brandy, R.J. Reynolds Tobacco, Seiko watches.

Leo Burnett, Kuala Lumpur, reports gross income of \$1,669,000 on billings of \$11,133,000 for 1979, compared with gross income of \$1,419,000 on billings of \$9,467,000 for 1978. (In local currency, gross income was M\$3,602,000 on billings of M\$24,025,000 in 1979, compared with gross income of M\$3,063,000 on billings of M\$20,430,000 in 1978.) Employees: 82.

Grant, Kenyon & Eckhardt, Kuala Lumpur, reports gross income of \$548,000 on billings of \$3,655,000 for 1979, compared with gross income of \$544,000 on billings of \$3,627,000 for 1978. (In local currency, gross income was M\$1,183,000 on billings of M\$7,887,000 in 1979, compared with gross income of M\$1,174,000 on billings of M\$7,827,000 in 1978.) Media breakdown: Newspapers 44%; magazines 10%; supplements 1%; radio 5%; tv 34%; outdoor 1%;

business press 2%; cinema 3%. Employees: 37. Accounts gained: Financial Publications, Philips. Accounts lost: Caltex, Cadbury (resigned).

Lintas Limited (Malaysia), Kuala Lumpur, reports gross income of \$1,054,999 on billings of \$6,659,280 for 1979, compared with gross income of \$964,329 on billings of \$6,211,699 for 1978. (In local currency, gross income was M\$2,276,649 on billings of M\$14,370,478 in 1979, compared with gross income of M\$2,080,985 on billings of M\$13,404,612 in 1978.) Media breakdown: Newspapers 29%; magazines 4%; radio 8%; tv 48%; cinema 11%. Employees: 48. Accounts gained: ICI paints, Sunlight liquid, Clinic shampoo, Sparkle toothpaste, Sime Darby (sports), Wander, Ferrero-Nutella. Accounts lost: United Cycle, New Straits Times.

McCann-Erickson (Malaysia), Kuala Lumpur, reports gross income of \$538,000 on billings of \$3,588,000 for 1979, compared with gross income of \$442,000 on billings of \$2,949,000 for 1978. (In local currency, gross income was M\$1,161,000 on billings of M\$7,744,000 in 1979, compared with gross income of M\$954,000 on billings of M\$6,363,000 in 1978.) Employees: 36. Accounts gained: Cadbury chocolates and candies, Martell Cognac, New assignments: Carreras Rothman (Peter Stuyvesant cigarettes), Gillette-Soft & Dry, Singer oil.

Ogilvy & Mather (Malaysia), Kuala Lumpur, reports gross income of \$1,779,000 on billings of \$12,130,000 for 1979, compared with gross income of \$1,781,000 on billings of \$11,811,000 for 1978. (In local currency, gross income was M\$3,841,000 on billings of M\$26,178,000 in 1979, compared with gross income of M\$3,844,000 on billings of M\$25,488,000 in 1978.) Media breakdown: Newspapers 33%; magazines 12%; radio 5%; tv 36%; outdoor 1%; cinema 13%. Employees: 86. Accounts gained: Sanyo, Federation of Malaysian Manufacturers, Alberto-Culver. Accounts lost: Philips, ICI.

PTM Thompson Advertising, Kuala Lumpur, reports gross income of \$1,183,639 on billings of \$7,468,201 for 1979, compared with gross income of \$1,004,019 on billings of \$6,495,802 for 1978. (In local currency, gross income was M\$2,554,248 on billings of M\$16,116,100 in 1979, compared with gross income of M\$2,166,636 on billings of M\$14,017,700 in 1978.) Media breakdown: Newspapers 41%; magazines 26%; radio 1%; tv 21%; point of sale 3%; cinema 8%. Employees: 61. Accounts gained: Joy fruit juices, Malaysian Airlines/Tourist Board joint advertising, Koka instant noodles, Borneo Motors corporate, Kwong Yik Bank. Account lost: R.J. Reynolds Tobacco.

Union Advertising, Kuala Lumpur, reports gross income of \$222,822 on billings of \$2,261,816 for 1979, compared with gross income of \$206,979 on billings of \$1,120,940 for 1978. (In local currency, gross income was M\$480,841 on billings of M\$2,513,616 in 1979, compared with gross income of M\$446,652 on billings of M\$2,418,948 in 1978.) Media breakdown: Newspapers 50%; magazines 3%; radio 7%; tv 17%; outdoor 2%; cinema 18%; re-diffusion 3%. Employees: 29. Accounts gained: Family Vaporizer & Mat, ITT Schaub-Lorenz color tv, Corning Ware, Corelle Livingware, FAHM products, Hega tiles, Formica, Wang computers, Target weed killer, Minipak sanitary towels. Account lost: Hotel Malaya.

MALTA

An exchange rate of 2.9 U.S. dollars to the M£ was used for both 1978 and 1979 gross income and billings.

BPC International, Valletta, reports gross income of \$874,304 on billings of \$1,456,334 for 1979, compared with gross income of \$784,128 on billings of \$1,306,128 for 1978. (In local currency, gross income was M£301,484 on billings of M£502,184 in 1979, compared with gross income of M£270,389 on billings of M£450,389 in 1978.) Media breakdown: Newspapers 35%; magazines 3%; radio 24%; tv 36%; cinema 2%. Employees: 26. Accounts gained: La Fiorentina Boutique, N.K.T., Maltese Libyan Fishing Co., Brand Int., Baileys Irish Cream, Quality Meat Products, Hal Fern Holidays Co., Audio Works.

MEXICO

The same 1979 rate of 6445 dollars to the Mexican peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 1% appreciation of the peso against the dollar based on peso's 1978 exchange rate of .944.

Alcazar Montenegro y Asociados, Mexico City, reports gross income of \$460,575 on billings of \$3,070,500 for 1979, compared with gross income of \$403,310 on billings of \$2,688,735 for 1978. (In local currency, gross income was Ps 10,350,000 on billings of Ps 69,000,000 in 1979, compared with gross income of Ps 9,063,150 on billings of Ps 60,421,000 in 1978.) Media breakdown: Newspapers 10%; magazines 6%; radio 15%; tv 60%; outdoor 2%; business press 1%; farm press 3%; cinema 3%. Employees: 25. Accounts gained: Hoteles Sheraton, S.A. de C.V. Accounts lost: Vinos Valle Redondo.

Arellano, Norman, Craig & Kummel Publicidad, Mexico City, reports gross income of \$2,136,000 on billings of \$14,247,000 for 1979, compared with gross income of \$1,521,900 on billings of \$10,146,000 for 1978. (In local currency, gross income was Ps 48,000,000 on billings of Ps 320,160,000 in 1979, compared with gross income of Ps 34,200,000 on billings of Ps 228,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 10%; radio 30%; tv 55%. Employees: 88. Accounts gained: CIPSA Companies Industrial de Plastico-domestic plastic items, Diners Credit Card, Colgate-Palmolive-Aleret shampoo, Casas Bach wines, Shulton-Blue Sky Sky (men's fragrance).

Arouesty & Asociados, Mexico City, only reports gross income of \$534,000 for 1979, compared with gross income of \$445,000 for 1978. (In local currency, gross income was Ps 12,000,000 in 1979, compared with gross income of Ps 10,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 15%; radio 20%; tv 45%; cinema 5%. Employees: 50. Accounts gained: Laboratorios Terrier, Petrobonos. Account lost: Instituto Nacional del Consumidor.

Leo Burnett, Mexico City, reports gross income of \$1,940,000 on billings of \$12,941,000 for 1979, compared with gross income of \$1,620,000 on billings of \$10,805,000 for 1978. (In local currency, gross income was Ps 43,600,000 on billings of Ps 290,812,000 in 1979, compared with gross income of Ps 36,402,000 on billings of Ps 242,801,000 in 1978.) Employees: 85.

Campbell-Ewald, Div. of Corporacion Interpublica Mexicana, Mexico City, reports gross income of \$162,000 on billings of \$1,081,000

MEXICO

for 1979. (In local currency, gross income was Ps 3,648,000 on billings of Ps 24,332,000 in 1979.) Accounts gained: Acros microwave ovens, refrigerators, gas stoves, Productos de Leche-Borden (dairy creams, milk shakes), Herramientas Truper-do-it-yourself tools, Supermercados (Sumesa supermarkets), Coca-Cola de Mexico-new product, Anderson Clayton and Co. (Pronto gelatinas and puddings), Lance-Purina-new product.

Crump Yrigoyen Publicidad, Mexico City, reports gross income of \$300,375 on billings of \$2,002,500 for 1979, compared with gross income of \$66,750 on billings of \$445,000 for 1978. (In local currency, gross income was Ps 6,750,000 on billings of Ps 45,000,000 in 1979, compared with gross income of Ps 1,500,000 on billings of Ps 10,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 2%; supplements 3%; radio 20%; tv 70%. Employees: 14. Accounts gained: Nacional Financiera, Aceites Casa, Kir Alimentos, Confecciones Martin, Productos ADFX.

Dieste, Merino/BBDO, Mexico City, reports gross income of \$982,617 on billings of \$6,554,054 for 1979, compared with gross income of \$554,036 on billings of \$3,695,419 for 1978. (In local currency, gross income was Ps 22,081,277 on billings of Ps 147,282,118 in 1979, compared with gross income of Ps 12,450,243 on billings of Ps 83,043,120 in 1978.) Media breakdown: Newspapers 0.5%; magazines 1%; radio 8.4%; tv 86%; outdoor 1%; point of sale 0.2%; cinema 2.9%. Employees: 28. Accounts gained: Sobritas (Sabritones, Fritos and Palomitas snacks), Richardson-Merrell (Choco milk and Licuado instant milk additives), Larin (chocolates and candy), Cardigan (Escorpion and Ibefer double knit wear), Gillette (double edge razor blades and Prestobarba disposable razor). Accounts lost: Armour (Dial soap and Tami toothpaste), Jergens (hand lotion and facial cream).

Doyle Dane Bernbach de Mexico, Mexico City, reports gross income of \$1,722,551 on billings of \$11,258,500 for 1979, compared with gross income of \$1,028,484 on billings of \$6,854,157 for 1978. (In local currency, gross income was Ps 38,709,000 on billings of Ps 253,000,000 in 1979, compared with gross income of Ps 23,112,000 on billings of Ps 154,026,000 in 1978.) Media breakdown: Newspapers 18%; magazines 8%; radio 8%; tv 46%; outdoor 2%; production 15%; all other 2%. Employees: 67. Account gained: Elias Pando. Accounts lost: Clam Medicinal La Campana, Avianca.

Foote, Cone & Belding de Mexico, Mexico City, reports gross income of \$524,555 on billings of \$3,498,781 for 1979, compared with gross income of \$373,181 on billings of \$2,489,117 for 1978. (In local currency, gross income was Ps 11,787,750 on billings of Ps 78,624,295 in 1979, compared with gross income of Ps 8,386,091 on billings of Ps 55,935,204 in 1978.) Media breakdown: Newspapers and magazines 35%; radio 24%; tv 32%; outdoor 4%; cinema 5%. Employees: 29. Accounts gained: Ampex, Burger Boy. Account lost: Productas de Maiz.

Iconic, Mexico City, reports gross income of \$834,375 on billings of \$5,563,000 for 1979, compared with gross income of \$445,000 on billings of \$2,982,000 for 1978. (In local currency, gross income was Ps 18,750,000 on billings of Ps 125,000,000 in 1979, compared with gross income of Ps 10,000,000 on billings of Ps 67,000,000 in 1978.) Media breakdown: Newspapers 6%; magazines 5%; radio 15%; tv 66%; outdoor 8%. Employees: 50. Accounts gained: Renault de Mexico, Industrias H-24, Grupo Orbo, Industrias Resistol, Nuevo Vallarta. Accounts lost: Club de Golf Chiluca, Casa Aries.

Maqueda Gibert Publicidad, Mexico City, reports gross income of \$922,000 on billings of \$6,146,000 for 1979, compared with gross income of \$492,000 on billings of \$3,277,000 for 1978. (In local currency, gross income was Ps 20,717,000 on billings of Ps 138,113,000 in 1979, compared with gross income of Ps 11,047,000 on billings of Ps 73,646,000 in 1978.) Media breakdown: Newspapers 2%; magazines 1.5%; radio 20%; tv 66.5%; outdoor 5%; point of sale 1%; cinema 4%. Employees: 50. Accounts gained: Productos de Paiz, Martell de Mexico, Mausoleos del Angel, Motores y Aparatos Electricos, Reino Aventura, Grupo Visa (Mafer, Walter y Caperucita) - Div. Philips. Account lost: Cavas de San Juan.

McCann-Erickson (Mexico), Mexico City, reports gross income of \$4,558,000 on billings of \$30,401,000 for 1979, compared with gross income of \$2,844,000 on billings of \$18,570,000 for 1978. (In local currency, gross income was Ps 102,434,000 on billings of Ps 683,235,000 in 1979, compared with gross income of Ps 63,913,000 on billings of Ps 426,300,000 in 1978.) Employees: 182. Accounts gained: Club Mediterraneo, Nestle coffee. Accounts lost: Cigarrera la Moderna (cigarettes), Cipsa toys.

Noble & Asociados, Mexico City, reports gross income of \$5,610,872 on billings of \$37,424,411 for 1979, compared with gross income of \$5,124,665 on billings of \$34,181,740 for 1978. (In local currency, gross income was Ps 126,087,000 on billings of Ps 840,998,000 in 1979, compared with gross income of Ps 115,161,000 on billings of Ps 768,129,000 in 1978.) Media breakdown: Newspapers 3.73%; magazines 3.28%; radio 16.67%; tv 68.04%; outdoor 3.1%; cinema 5.18%. Employees: 302. Accounts gained: Domit shoes, Discos Polygram records, Banco do Brasil, Bacardi tequila. Account lost: Nafinsa.

Orvananos: SSC&B Lintas (Mexico), Mexico City, reports gross income of \$565,000 on billings of \$4,054,000 for 1979, compared with gross income of \$454,000 on billings of \$3,473,000 for 1978. (In local currency, gross income was Ps 12,696,000 on billings of Ps 91,101,000 in 1979, compared with gross income of Ps 10,202,000 on billings of Ps 78,044,000 in 1978.) Media breakdown: Newspapers 30%; magazines 4%; radio 5%; tv 59%; outdoor 1%; cinema 1%. Employees: 26. Accounts gained: Swan meats, Tabasco sauce, British Caledonian Airways, Delicados cigarets, Telefunken tv and sound equipment. Accounts lost: Close-up toothpaste, Mirasol margarine, Continental Seasoners-Central America.

Panamericana Ogilvy & Mather, Mexico City, reports gross income of \$2,565,915 on billings of \$15,215,707 for 1979, compared with gross income of \$1,823,655 on billings of \$11,255,785 for 1978. (In local currency, gross income was Ps 57,661,000 on billings of Ps 341,926,000 in 1979, compared with gross income of Ps 40,981,000 on billings of Ps 252,939,000 in 1978.) Media breakdown: Newspapers 9%; magazines 2%; radio 12%; tv 66%; outdoor 2%; business press 8%; cinema 1%. Employees: 107. Accounts gained: Wearever, Pond's, Promersa, Los Sabalos, Clairrol, Binney & Smith. Accounts lost: Fanta, Koblenz Electrica, Condu-mex, Campbell's.

Publicidad D'Arcy, Mexico City, reports gross income of \$2,177,000 on billings of \$15,063,000 for 1979, compared with gross income of \$2,004,000 on billings of \$13,185,000 for 1978. (In local currency, gross income was Ps 48,914,000 on billings of Ps 338,481,000 in 1979, compared with gross income of Ps 45,039,000 on billings of Ps 296,300,000 in 1978.) Media breakdown: Newspapers 6%; magazines 4%; radio 10%; tv 68%; outdoor 3%; cinema 9%. Employees: 111. Accounts lost: Chicle Adams, Anderson Clayton, Findus.

Publicidad Ferrer, Mexico City, reports gross income of \$4,312,095 on billings of \$29,493,888 for 1979, compared with gross income of \$2,449,725 on billings of \$16,331,500 for 1978. (In local currency, gross income was Ps 96,901,000 on billings of Ps 662,784,000 in 1979, compared with gross income of Ps 55,050,000 on billings of Ps 367,000,000 in 1978.) Media breakdown: Newspapers 20%; magazines 8%; supplements 2%; radio 7%; tv 47%; outdoor 5%; cinema 1%. Employees: 88. Accounts gained: Federal District Department (DDF), IBM of Mexico, Mexico Business Group, Public Service of Electronic Tickets (Boletronic).

Publicidad Profesional Blecher, Mexico City, reports gross income of \$1,668,875 on billings of \$1,192,600 for 1979, compared with gross income of \$146,850 on billings of \$1,041,300 for 1978. (In local currency, gross income was Ps 3,750,000 on billings of Ps 26,800,000 in 1979, compared with gross income of Ps 3,300,000 on billings of Ps 23,400,000 in 1978.) Media breakdown: Newspapers 27.2%; magazines 5%; supplements 0.3%; radio 15.5%; tv 46%; business press 2.5%; transit advertising 0.5%; point of sale 3%. Employees: 18. Accounts gained: Almacenes Super Bella, Allis Chalmers, Confecciones Internacionales, Vel Form de Mexico. Accounts lost: Industrial TYT, Promociones Futurama.

Teran Publicidad, Mexico City, reports gross income of \$1,191,531 on billings of \$6,420,103 for 1979, compared with gross income of \$912,350 on billings of \$5,145,654 for 1978. (In local currency, gross income was Ps 26,775,982 on billings of Ps 144,272,000 in 1979, compared with gross income of Ps 20,502,251 on billings of Ps 115,632,695 in 1978.) Media breakdown: Newspapers 57%; magazines 10%; radio 6%; tv 19%; point of sale 8%. Employees: 53. Accounts gained: Calzado Sandak, Aerocom (Piper aircraft), United Artists, Mouton Cadet, Corkstock cork, Parque Memorial, Paseos del Bosque-land development. Accounts lost: Publicaciones Continentales de Mexico, Exquisite Form.

J. Walter Thompson de Mexico, Mexico City, reports gross income of \$2,470,000 on billings of \$16,466,000 for 1979, compared with gross income of \$1,965,000 on billings of \$13,100,000 for 1978. (In local currency, gross income was Ps 55,503,000 on billings of Ps 370,019,000 in 1979, compared with gross income of Ps 44,157,000 on billings of Ps 294,381,000 in 1978.) Media breakdown: Newspapers 8%; magazines 5%; radio 18%; tv 66%; outdoor 1%; cinema 2%. Employees: 109. Accounts gained: De Beers Consolidated Mines, Gerber products, S.A.R.P.E. (Sociedad Anonima de Revistas, periodicos y

ediciones), Ciba-Geigy, Banco de Mexico, MAKRO (SHV holdings of the Netherlands), additional assignments from Warner-Lambert, Kellogg and Scott paper. Accounts lost: Banca Somex, Banco Mexicano, Gillette, Reader's Digest.

Wasserman y Ortega, Mexico City, only reports billings of \$2,130,233 for 1979, compared with billings of \$1,763,865 for 1978. (In local currency, billings were Ps 47,870,401 in 1979, compared with billings of Ps 39,637,400 in 1978.) Media breakdown: Newspapers 8%; magazines 9.5%; radio 15%; tv 67%; cinema 0.5%. Employees: 15. Account gained: Pierre Cardin men's wear.

Young & Rubicam, Mexico City, reports gross income of \$2,448,000 on billings of \$16,328,000 for 1979, compared with gross income of \$1,876,000 on billings of \$12,513,000 for 1978. (In local currency, gross income was Ps 55,022,000 on billings of Ps 366,921,180 in 1979, compared with gross income of Ps 42,162,000 on billings of Ps 281,190,880 in 1978.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 8%; magazines 4%; radio 4%; tv 83%; cinema 1%. Employees: 90. Accounts gained: Vergel Brandy & Wine Co., Prolesa (Borden's), Uniroyal Tires Co., Chimech. Accounts lost: Richardson-Merrell, U.S.T.S.

MOROCCO

The same 1979 rate of .267 dollars to the dirham was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 11.3% appreciation against the U.S. dollar based on the dirham's 1978 exchange rate of .240.

Havas Maroc, Casablanca, reports gross income of \$551,700 on billings of \$3,675,000 for 1979, compared with gross income of \$562,400 on billings of \$3,752,000 for 1978. (In local currency, gross income was Dirham 2,069,000 on billings of Dirham 13,780,000 in 1979, compared with gross income of Dirham 2,109,000 on billings of Dirham 14,072,000 in 1978.) Media breakdown: Newspapers 23%; magazines 2%; radio 5%; tv 48%; outdoor 2%; business press 2%; point of sale 8%; cinema 10%. Employees: 27. Accounts gained: Maroc Assistance, Champion Spark Plugs, Al Amane Insurance, Alsa. Accounts lost: Dop, Hegor.

NETHERLANDS

The same 1979 rate of .5015 dollars to the Dutch guilder was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% appreciation of the guilder against the dollar based on guilder's 1978 exchange rate of .489.

Allick BV Marketing & Advertising, Amsterdam, reports gross income of \$1,221,877 on billings of \$8,146,252 for 1979, compared with gross income of \$1,141,036 on billings of \$7,607,286 for 1978. (In local currency, gross income was Dfl 2,436,444 on billings of Dfl 16,243,772 in 1979, compared with gross income of Dfl 2,275,246 on billings of Dfl 15,169,065 in 1978.) Media breakdown: Newspapers 38.4%; magazines 29.3%; supplements 0.8%; radio 1.9%; tv 25.2%; outdoor 0.6%; business press 2.7%; transit advertising 0.8%; cinema 0.3%. Employees: 19. Account gained: Kinz Tools BV. Account lost: Eminent BV.

ARA Advertising & Marketing, Rotterdam, part of BBDO International, reports gross income of \$3,159,000 on billings of \$21,063,000 for 1979, compared with gross income of \$1,906,000 on billings of \$12,688,000 for 1978. (In local currency, gross income was Dfl 6,300,000 on billings of Dfl 42,000,000 in 1979, compared with gross income of Dfl 3,800,000 on

billings of Dfl 25,300,000 in 1978.) Media breakdown: Newspapers 33%; magazines 40%; radio 5%; tv 20%; outdoor 2%; Employees: 48. Accounts gained: Multibont furs, Thermoecon insulation, Van Nievelt Goudriaan intl. shipping, Prodent toothpaste, Zacht & Zeker panty shields, Johan de Heer musical instruments, Celtona paper products, Cartier watches and lighters, Marantz/Superscope stereo hi-fi, Van Niftrik plastics, General Biscuits—Liga, Ligace, Sanovite Evergreen cereal products and TUC biscuits, Boels automatic garage door system.

Brewer-Bates BV, Amsterdam, reports gross income of \$1,151,761 on billings of \$8,980,383 for 1979, compared with gross income of \$1,092,939 on billings of \$7,955,764 for 1978. (In local currency, gross income was Dfl 2,296,633 on billings of Dfl 17,907,045 in 1979, compared with gross income of Dfl 2,179,340 on billings of Dfl 15,863,938 in 1978.) Media breakdown: Newspapers 41%; magazines 17%; radio 2%; tv 13%; business press 16%; other 11%. Employees: 24. Accounts gained: Coffee HAG, Allibert bathroom equipment, Gouda's Glorie margarine, Beiersdorf body cosmetics, BASF chemicals.

Leo Burnett Co., Amsterdam, reports gross income of \$808,418 on billings of \$5,391,125 for 1979, compared with gross income of \$1,032,000 on billings of \$6,881,000 for 1978. (In local currency, gross income was Dfl 1,612,000 on billings of Dfl 10,750,000 in 1979, compared with gross income of Dfl 2,057,000 on billings of Dfl 13,720,000 in 1978.) Accounts gained: Bobadilla sherry, Philip Morris (personnel), Manpower temporary office work, Amaretto liqueur. Account lost: Celtona paper products.

Campbell-Ewald Nederland, Amsterdam, reports gross income of \$3,230,000 on billings of \$21,544,000 for 1979, compared with gross income of \$2,554,000 on billings of \$17,036,000 for 1978. (In local currency, gross income was Dfl 6,441,000 on billings of Dfl 42,961,000 in 1979, compared with gross income of Dfl 5,093,000 on billings of Dfl 33,970,000 in 1978.) Employees: 70. Accounts gained: Coca-Cola-Tab, Canon photocopiers, cameras and calculators. New assignment: Henkel personal care products. Account lost: Cavenham chewing gum.

Cordon-Grey, Amsterdam, reports gross income of \$1,550,000 on billings of \$10,714,000 for 1979, compared with gross income of \$1,472,000 on billings of \$9,817,000 for 1978. (In local currency, gross income was Dfl 3,090,000 on billings of Dfl 21,364,000 in 1979, compared with gross income of Dfl 2,936,000 on billings of Dfl 19,575,000 in 1978.) Media Breakdown: Newspapers 36.5%; magazines 31%; supplements 1%; radio 3.1%; tv 18.8%; outdoor 1%; business press 5.4%; transit advertising 6%; point of sale 1%; cinema 2.4%; farm press 1%. Employees: 25. Accounts gained: Fisher-Price toys, Tolet Air, Valma cosmetics, Eska magazines, Whitehall. Accounts lost: Honda, Isover insulation.

D'Arcy-MacManus & Masius, Amsterdam, reports gross income of \$3,654,000 on billings of \$24,367,000 for 1979, compared with gross income of \$1,806,000 on billings of \$12,042,000 for 1978. (In local currency, gross income was Dfl 7,285,000 on billings of Dfl 48,591,000 in 1979, compared with gross income of Dfl 3,600,000 on billings of Dfl 24,012,000 in 1978.) Media breakdown: Newspapers 41%; magazines 19%; radio 3%; tv 27%; point of sale 10%. Employees:

NETHERLANDS

68. Accounts gained: Orwo, Camex, Lundia, Z.N.Z. Campina, Ekro, Elsevier Publishing, Grand Marier, Haust biscuits, Mondileder, Transavia Holland. Accounts lost in 1979: Alabastine, V.L.F. Falcon, Sovedi, Beiersdorf, Multi-bont.

De Bussy Reclame, Amsterdam, reports gross income of \$2,440,000 on billings of \$16,790,000 for 1979, compared with gross income of \$2,196,000 on billings of \$15,497,000 for 1978. (In local currency, gross income was Dfl 4,865,000 on billings of Dfl 33,480,000 in 1979, compared with gross income of Dfl 4,380,000 on billings of Dfl 30,900,000 in 1978.) Media breakdown: Newspapers 60%; magazines 10%; supplements 1%; radio 1%; tv 4%; outdoor 1%; business press 16%; point of sale 6%; farm press 1%. Employees: 63. Accounts gained: AEG/Telefunken, new accounts for personnel recruitment unit. Account lost: Europa Meubel.

DFS Gillissen Kaldewaay, Amsterdam, reports gross income of \$501,500 on billings of \$2,791,850 for 1979. (In local currency, gross income was Dfl 1,000,000 on billings of Dfl 5,566,950 in 1979.) The agency was established on August 1, 1979. Media breakdown: Newspapers 45%; magazines 24%; radio 2%; tv 10%; outdoor 2%; point of sale 5%; cinema 2%; printed matter 10%. Employees: 10. Accounts gained: MAI small business computers, Duracell batteries Belgium, Bayer Baygon, DACO women's fashion.

Euro-Advertising, Amsterdam, reports gross income of \$645,000 on billings of \$4,300,000 for 1979, compared with gross income of \$214,600 on billings of \$4,292,000 for 1978. (In local currency, gross income was Dfl 1,286,130 on billings of Dfl 8,574,200 in 1979, compared with gross income of Dfl 427,912 on billings of Dfl 8,558,248 in 1978.)

FHV/BBDO, Amstelveen, reports gross income of \$9,252,800 on billings of \$61,685,600 for 1979, compared with gross income of \$7,995,800 on billings of \$53,332,000 for 1978. (In local currency, gross income was Dfl 18,450,300 on billings of Dfl 123,002,200 in 1979, compared with gross income of Dfl 15,943,800 on billings of Dfl 106,345,100 in 1978.) Media breakdown: Newspapers 61%; magazines 23%; radio 2%; tv 14%. Employees: 135. Accounts gained: Winston cigarettes, Dutch Dairy Board, Effem, DAF trucks, U.T. Delfia cattle feed, Apollo drugstores (chain), Gamma do-it-yourself markets (chain), Meerburg theatres (chain). Accounts lost: Mondileder, Insaad, Volnij, Bergasol, Reynolds No. 1.

Hansnel Reclamemakers, Bolnes, part of the EMAD group, reports gross income of \$3,517,521 on billings of \$19,307,750 for 1979, compared with gross income of \$2,837,487 on billings of \$17,552,500 for 1978. (In local currency, gross income was Dfl 7,014,000 on billings of Dfl 38,500,000 in 1979, compared with gross income of Dfl 5,658,000 on billings of Dfl 35,000,000 in 1978.) Media breakdown: Newspapers 24%; magazines 20.5%; radio 4%; tv 8%; business press 2%; transit advertising 1%; direct mail, printed matters 40.5%. Employees: 47. Accounts gained: Meubelfabriek Oisterwijk. Accounts lost: Vredestein, Kok Groep.

HVR Reclame-Adviesbureau, Amstelveen, reports gross income of \$3,159,450 on billings of

\$21,063,000 for 1979, compared with gross income of \$2,607,800 on billings of \$20,962,700 for 1978. (In local currency, gross income was Dfl 6,300,000 on billings of Dfl 42,000,000 in 1979, compared with gross income of Dfl 5,200,000 on billings of Dfl 41,800,000 in 1978.) Employees: 62. Accounts gained: Algemeen Burgerlijk Pensioenfonds, NRV Holiday, Scheveningen Promotions, Nederlandse Veiligheidsdienst, Lee Jeans Europa, Nieuw Engeland, Time Life (books). Accounts lost: Florijn genever, Hols petfood, Desert Flower, T.I. Raleigh.

Intermarco-Farner BV, Amsterdam, part of the Publicis Intermarco-Farner European agency network, reports gross income of \$4,664,000 on billings of \$31,093,000 for 1979, compared with gross income of \$4,243,000 on billings of \$28,367,000 for 1978. (In local currency, gross income was Dfl 9,300,000 on billings of Dfl 62,000,000 in 1979, compared with gross income of Dfl 8,460,000 on billings of Dfl 56,565,000 in 1978.) Employees: 74. Accounts gained: Campina dairy products, van Nelle-Lassie tobacco. Account lost: Kesser employment agency.

Jessurun/Bauduin-FCB BV, Amsterdam, reports gross income of \$2,987,436 on billings of \$19,926,100 for 1979, compared with gross income of \$2,383,128 on billings of \$15,895,544 for 1978. (In local currency, gross income was Dfl 5,957,000 on billings of Dfl 39,733,000 in 1979, compared with gross income of Dfl 4,752,000 on billings of Dfl 31,696,000 in 1978.) Media breakdown: Newspapers 41%; magazines 43%; tv 12%; outdoor 1%. Employees: 55. Accounts gained: Bonduelle, Westland Utrecht Hypotheekbank, Dental H, British Airways, Holland Data, Portas.

KVH/CDP International BV, Amsterdam, reports gross income of \$2,986,934 on billings of \$20,110,150 for 1979, compared with gross income of \$2,933,775 on billings of \$19,859,400 for 1978. (In local currency, gross income was Dfl 5,956,000 on billings of Dfl 40,100,000 in 1979, compared with gross income of Dfl 5,850,000 on billings of Dfl 39,600,000 in 1978.) Media breakdown: Newspapers 36%; magazines 45%; radio 4%; tv 14%; outdoor 1%. Employees: 50. Accounts gained: Peugeot cars, Max Factor cosmetics. Account lost: Postkrediet (finances).

Lintas Nederland, Rotterdam, reports gross income of \$6,743,000 on billings of \$46,791,000 for 1979, compared with gross income of \$5,984,000 on billings of \$40,271,000 for 1978. (In local currency, gross income was Dfl 13,445,000 on billings of Dfl 93,301,000 in 1979, compared with gross income of Dfl 11,932,000 on billings of Dfl 80,302,000 in 1978.) Media breakdown: Newspapers and magazines 42%; radio 4%; tv 37%; other 17%. Employees: 117. Accounts gained: Calve de Betuwe-Hazelnoot, Creme, Smikkelmix, Rulle Balletjes, Roussel, Cebu, Van Bronkhorst, V.N.U.-Tip, British Meat Board. Account lost in 1979: Van Os furniture.

McCann-Erickson Nederland, Amsterdam, reports gross income of \$3,160,000 on billings of \$41,087,000 for 1979, compared with gross income of \$5,174,000 on billings of \$34,510,000 for 1978. (In local currency, gross income was Dfl 12,284,000 on billings of Dfl 81,934,000 in 1979, compared with gross income of Dfl 10,317,000 on billings of Dfl 68,814,000 in 1978.) Employees: 104. Accounts gained: Aspro Nicholas/Rennie Div. (antacid product), Hertz, Miele house-

hold appliances, Muller & Co. travel agency, Wessanen flour, Yamaha outboard motors. New assignments: Cosmonda quick lunch, Turmac (Pall Mall Golden Mild, Peter Stuyvesant Extra Mild cigarettes). Account resigned: AEG. Account lost: National Gasboard.

Moussault ABH International, Amsterdam, reports gross income of \$3,834,000 on billings of \$25,714,000 for 1979, compared with gross income of \$3,611,000 on billings of \$24,072,000 for 1978. (In local currency, gross income was Dfl 7,645,000 on billings of Dfl 51,275,000 in 1979, compared with gross income of Dfl 7,200,000 on billings of Dfl 48,000,000 in 1978.) Media breakdown: Newspapers 50%; magazines 36%; radio 2%; tv 8%; outdoor 1%; cinema 3%. Employees: 78. Accounts gained: AEG, CMC Melkunie, Public Transport, Mobil Chemie. Account lost: Ms Mode.

Nationale Publiciteits Onder-neming, The Hague, reports gross income of \$4,150,000 on billings of \$29,100,000 for 1979, compared with gross income of \$3,686,000 on billings of \$26,630,000 for 1978. (In local currency, gross income was Dfl 8,275,000 on billings of Dfl 58,100,000 in 1979, compared with gross income of Dfl 7,350,000 on billings of Dfl 53,100,000 in 1978.) Media breakdown: Newspapers 37%; magazines 37%; radio 2%; tv 12%; outdoor 3%; business press 4%; point of sale 5%. Employees: 72. Accounts gained: Netherlands Dairy Board - coffee creamer, Canadian Government Office of Tourism (publicity for the Netherlands). NPO is part of Univas.

Noordervliet & Winninghoff BV, Amsterdam, reports gross income of \$3,039,000 on billings of \$20,265,593 for 1979, compared with gross income of \$2,000,985 on billings of \$13,343,048 for 1978. (In local currency, gross income was Dfl 6,080,000 on billings of Dfl 40,409,950 in 1979, compared with gross income of Dfl 3,990,000 on billings of Dfl 26,606,275 in 1978.) Employees: 42. Accounts gained: VLF Galacoffee, CBS records, AEG/Telefunken, Sheaffer Eaton Textron, Europa Meubel, Rath & Doodeheever, Brilmij (Searle) ANWB, Carmen, Cyanamid, Wyers. Account lost: Con & Verdonck.

Norman, Craig & Kummel (Nederland), Amsterdam, reports gross income of \$424,800 on billings of \$2,833,000 for 1979, compared with gross income of \$463,900 on billings of \$3,096,800 for 1978. (In local currency, gross income was Dfl 847,000 on billings of Dfl 5,649,000 in 1979, compared with gross income of Dfl 925,000 on billings of Dfl 6,175,000 in 1978.) Media breakdown: Newspapers 27%; magazines 52%; production 21%. Employees: 8. Accounts gained: Hitachi-World Electric, Viba-Loctite, Westlock, Warm up suits sports promotions (Nike), Sparkler International, Rowenta, El Al Airlines, Free Spirit publishing, Ampex, Chanel. Accounts lost: Impact, OME, Nolte, van Hees, J.G. Durand.

Ogilvy & Mather, Amsterdam, reports gross income of \$4,346,005 on billings of \$28,987,850 for 1979, compared with gross income of \$3,228,006 on billings of \$21,516,698 for 1978. (In local currency, gross income was Dfl 8,666,011 on billings of Dfl 57,802,293 in 1979, compared with gross income of Dfl 6,436,701 on billings of Dfl 42,904,682 in 1978.) Media breakdown: Newspapers 27.5%; magazines 32.4%; supplements 1.2%; radio .8%; tv 27.3%; outdoor 2.9%; business press 4.9%; farm press 1.4%; cinema 1.6%. Employees: 64. Accounts gained: Else-

vier personnel recruitment, Holland International-travel, Educaboek-study books, Holts dog food, Fetim Bekol wood products, Olau Line-passenger boats, Remia margarine, Owens Corning insulation. Account lost: General Foods chewing gum.

Prad, Amsterdam, reports gross income of \$7,886,000 on billings of \$52,600,000 for 1979, compared with gross income of \$7,046,000 on billings of \$47,000,000 for 1978. (In local currency, gross income was Dfl 15,724,000 on billings of Dfl 104,800,000 in 1979, compared with gross income of Dfl 14,050,000 on billings of Dfl 93,790,000 in 1978.) Media breakdown: Newspapers 37.5%; magazines 44%; radio 3%; tv 14.5%; outdoor, cinema, etc. 1%. Employees: 79. Accounts gained: Berec batteries, Brocacef (new product), Desso carpets, Intermediat magazine, KNTV public transport, Robex real estate development, Teleglobe fund raising, TI-Raleigh bicycles. Accounts lost: NZB milk, Hoogovens, KBB personnel recruitment.

R&B/Benton & Bowles, Amsterdam, reports gross income of \$1,928,769 on billings of \$12,858,460 for 1979, compared with gross income of \$1,662,738 on billings of \$11,084,919 for 1978. (In local currency, gross income was Dfl 3,845,965 on billings of Dfl 25,639,769 in 1979, compared with gross income of Dfl 3,315,500 on billings of Dfl 22,103,328 in 1978.) Media breakdown: Newspapers 40%; magazines 20%; radio 3%; tv 16%; outdoor 1%; business press 20%. Employees: 45. Accounts gained: Gillette, Richardson-Merrell, Digital, Rentco, Het Parool, Roparko, Dinol, Cinzano, Radoma (Philips), Martinair. Accounts lost: Andreon, Wifac.

Recla-Janssens Advertising, Amsterdam, reports gross income of \$3,761,000 on billings of \$26,078,000 for 1979, compared with gross income of \$3,610,000 on billings of \$24,084,000 for 1978. (In local currency, gross income was Dfl 7,500,000 on billings of Dfl 52,000,000 in 1979, compared with gross income of Dfl 7,200,000 on billings of Dfl 48,024,000 in 1978.) Media breakdown: Newspapers 57%; magazines 8%; radio 2%; tv 11%; below the line, sales promotion etc. 22%. Employees: 80. Accounts gained: Hunter Douglas-Luxaflex, WMF tableware, Wrangler jeans, Dutch Ministry of Economic Affairs, Inventum electric household equipment. Accounts lost: Gouda's Glorie margarine, Tiger products.

Smit's Bates BV, Amsterdam, reports gross income of \$1,554,863 on billings of \$12,763,634 for 1979, compared with gross income of \$1,369,070 on billings of \$10,926,421 for 1978. (In local currency, gross income was Dfl 3,100,424 on billings of Dfl 25,450,915 in 1979, compared with gross income of Dfl 2,729,951 on billings of Dfl 21,787,478 in 1978.) Media breakdown: Newspapers 33%; magazines 22%; radio 3%; tv 33%; business press 5%; other 4%. Employees: 41. Accounts gained: Shulton Desert Flower hand and body lotion, Blue Stratos aftershave, Barbara Best fashions, Hellesens batteries. Accounts lost: Brinkers (Leeuwzegeel, bak & braad), Carmen electric appliances.

J. Walter Thompson Co., Amsterdam, reports gross income of \$5,694,547 on billings of \$37,982,628 for 1979, compared with gross income of \$5,618,037 on billings of \$37,149,114 for 1978. (In local currency, gross income was Dfl 11,355,029 on billings of Dfl 75,738,043 in 1979, compared with

gross income of Dfl 11,202,468 on billings of Dfl 74,076,000 in 1978.) Media breakdown: Newspapers 32.9%; magazines 40.8%; radio 2.2%; tv 23.4%; outdoor 3%; cinema 4%. Employees: 120. Accounts gained: Ministry of Economic Affairs-gas saving account, Dutch Railways sales promotion div., Hofstad Vakpers, Praxis, Balamundi. Accounts lost: Moccona, Westland Utrecht Mortgage Bank, Gillette, Luxaflex (resigned).

VDB Compton, Amsterdam, reports gross income of \$3,059,150 on billings of \$20,461,200 for 1979, compared with gross income of \$2,907,000 on billings of \$19,458,200 for 1978. (In local currency, gross income was Dfl 6,100,000 on billings of Dfl 40,800,000 in 1979, compared with gross income of Dfl 5,800,000 on billings of Dfl 38,800,000 in 1978.) Media breakdown: Newspapers 36%; magazines 24%; supplements 1%; radio 5%; tv 20%; outdoor 1%; business press 11%; farm press 1%; cinema 1%. Employees: 60. Accounts gained: Centrbank (retail banking), Centrum's Port, Hewlett-Packard recruitment. Account lost: Dunlop tires.

Wiggert De Vries Franssen/DDB, Amsterdam, reports gross income of \$977,925 on billings of \$6,519,500 for 1979, compared with gross income of \$738,860 on billings of \$4,925,733 for 1978. (In local currency, gross income was Dfl 1,950,000 on billings of Dfl 13,000,000 in 1979, compared with gross income of Dfl 1,473,300 on billings of Dfl 9,822,000 in 1978.) Employees: 33. Accounts gained: Brinkers, ITT, Graetz, Schaap Citroen, Seagram, Spania, Formica, Fokker, Buitoni, Oberon. Accounts lost: Clin Midy, Manpower, Pfizer, Tor Line.

Young & Rubicam Koster Holdings BV, Amsterdam, reports gross income of \$5,098,000 on billings of \$34,004,000 for 1979, compared with gross income of \$4,383,000 on billings of \$29,235,000 for 1978. (In local currency, gross income was Dfl 10,165,000 on billings of Dfl 67,804,000 in 1979, compared with gross income of Dfl 8,740,000 on billings of Dfl 58,295,000 in 1978.) Media breakdown: Newspapers 41%; magazines 34%; radio 4%; tv 18%; outdoor 1%; business press 1%; cinema 1%. Employees: 97. Accounts gained: Polydor BV, Reemtsma Nederland BV, Tiger Product Co., Delta Lloyd, J. Hart BV.

NEW ZEALAND

The same 1979 rate of 1.0414 U.S. dollars to the New Zealand dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 6% appreciation of the NZ dollar against the U.S. dollar based on NZ dollar's 1978 exchange rate of 963.

Leo Burnett Co., Auckland, reports gross income of \$716,000 on billings of \$4,775,000 for 1979, compared with gross income of \$424,000 on billings of \$2,833,000 for 1978. (In local currency, gross income was NZ\$687,000 on billings of NZ\$4,585,000 in 1979, compared with gross income of NZ\$408,000 on billings of NZ\$2,721,000 in 1978.)

Colenso Communications, Auckland, reports gross income of \$3,218,795 on billings of \$16,093,974 for 1979, compared with gross income of \$2,667,005 on billings of \$13,335,023 for 1978. (In local currency, gross income was NZ\$3,090,834 on billings of NZ\$15,454,172 in 1979, compared with gross income of NZ\$2,560,980 on billings of NZ\$12,804,900 in 1978.) Media breakdown: Newspapers 21%; magazines 10%; radio 10%; tv 56%; outdoor 1%; business

NEW ZEALAND

press 1%; farm press 1%. Employees: 83.

D'Arcy-MacManus & Masius, Auckland, reports gross income of \$1,538,000 on billings of \$7,824,000 for 1979, compared with gross income of \$971,000 on billings of \$4,696,000 for 1978. (In local currency, gross income was NZ\$1,477,000 on billings of NZ\$7,513,000 in 1979, compared with gross income of NZ\$933,000 on billings of NZ\$4,509,000 in 1978.) Media breakdown: Newspapers 17%; magazines 8%; radio 12%; tv 59%; outdoor 1%; business press 1%; farm press 1%. Employees: 52. Accounts gained: K.J. Rew and Co., James Smith, Nova, Teleflower, Interlock, Audio Club of New Zealand, Opportunity Traders, New Zealand Milk Promotion Council, R&W Hellaby Hirepool, Applied Power, Smith Biolab. Accounts lost: Marac Finance, Reader's Digest (resigned), Ceramco (resigned), Agfa, Aetna Life.

Dobbs-Wiggins McCann-Erickson, Auckland, reports gross income of \$2,204,000 on billings of \$9,209,100 for 1979, compared with gross income of \$1,927,000 on billings of \$7,968,792 for 1978. (In local currency, gross income was NZ\$2,116,000 on billings of NZ\$8,843,000 in 1979, compared with gross income of NZ\$1,850,000 on billings of NZ\$7,652,000 in 1978.) Accounts gained: Finance Houses Assn. (institutional), New South Wales Tourist Board, Outdoor Sport Ltd. (re-tail sporting goods), Radio New Zealand, Skellerup Industries (rubber products), Villa Maria Estate (wines). New Assignments: Air New Zealand (corporate), Bendon Berle (Minigrip), Mainland Products (cheese), Nestle (Cookie Mix), Progressive Enterprises (Foodtown supermarkets), Rangitai Plains Dairy (Premi cheese cake). Accounts lost or terminated: DOM Benedictine, Good Times Co., Kanz Clothing, Radio Avon.

Dormer Beck Campaign, Auckland, reports billings of \$14,058,900 for 1979, compared with billings of \$9,893,300 for 1978. (In local currency, billings were NZ\$13,500,000 in 1979, compared with billings of NZ\$9,500,000 in 1978.) Media breakdown: Newspapers 34%; magazines 5%; radio 14%; tv 46%; cinema 1%. Employees: 90. Accounts gained: Butland Industries, Caxton Printing Works, Feltex Footwear, Mt. Cook Airlines, New Zealand Dairy Board, UHT Milk Products, Reader's Digest, Smith Biolab VO5 Haircare. Accounts lost: Quality Packers, Yamaha, Audio Club, International Correspondence Schools.

Gray/Scott/Inch & Associates, Auckland, reports gross income of \$830,211 on billings of \$4,070,300 for 1979, compared with gross income of \$707,274 on billings of \$3,717,841 for 1978. (In local currency, gross income was NZ\$797,207 on billings of NZ\$3,908,488 in 1979, compared with gross income of NZ\$679,157 on billings of NZ\$3,570,041 in 1978.) Media breakdown: Newspapers 51%; magazines 10%; radio 5%; tv 27%; outdoor 1%; business press 3%; point of sale 1%; cinema 2%. Employees: 31. Accounts gained: DuPont (agricultural chemicals), Allied Liquor, Smith Kline French (animal health), Civil & Civic (construction company), Fletcher Mechanical (air conditioning).

IMAA/Wood & Mitchell Advertising, Wellington, reports gross income of \$582,539 on billings of \$2,936,567 for 1979, compared with

gross income of \$514,677 on billings of \$2,618,421 for 1978. (In local currency, gross income was NZ\$559,381 on billings of NZ\$2,819,826 in 1979, compared with gross income of NZ\$494,216 on billings of NZ\$2,514,328 in 1978.) Media breakdown: Newspapers 26%; magazines 14%; radio 16%; tv 33%; outdoor 1%; business press 5%; farm press 4%; cinema 1%. Employees: 27. Accounts gained: Interpress Associates, Champion Appliances, National Travel Assn., Peros. Accounts lost: Tatra Leather Goods, Bernina Sewing Machines, Berger Paints New Zealand, Paints & Wallpapers Federation.

J. Inglis Wright, Wellington, reports gross income of \$2,603,119 on billings of \$13,015,594 for 1979, compared with gross income of \$2,334,636 on billings of \$11,673,178 for 1978. (In local currency, gross income was NZ\$2,499,634 on billings of NZ\$12,498,169 in 1979, compared with gross income of NZ\$2,241,824 on billings of NZ\$11,209,120 in 1978.) Media breakdown: Newspapers, magazines and supplements 42%; radio 14%; tv 36%; other 8%. Employees: 70. Accounts gained: Philips Electrical Industries (tv, audio, domestic appliances), Aakronite New Zealand (vanities and surfaces), Bradmills New Zealand (Stubbies shorts and longs), Building Performance Guarantee Corp. of New Zealand, Delta Plastics (livestock identification tags), D. R. Britton (Tectyl/Rust Proofing), Everard Films (film distributing), H. C. Kitchen (retail hardware chain), Delegats Vineyard (Delegats wines), Stevens-Bremner (carpets).

Mackay King Advertising, Wellington, part of Kenyon & Eckhardt Intl., reports gross income of \$621,146 on billings of \$3,143,371 for 1979, compared with gross income of \$500,152 on billings of \$2,541,261 for 1978. (In local currency, gross income was NZ\$596,453 on billings of NZ\$3,018,409 in 1979, compared with gross income of NZ\$480,269 on billings of NZ\$2,440,235 in 1978.) Media breakdown: Newspapers 23%; magazines 7%; radio 8%; tv 34%; outdoor 2%; point of sale 26%. Employees: 23. Accounts gained: New Zealand Motor Corp. (corporate), Feltex Yarns, Franklin Mint. Account lost: Standard Telephones and Cables.

Ogilvy & Mather (New Zealand), Auckland, reports gross income of \$1,701,407 on billings of \$8,507,035 for 1979, compared with gross income of \$1,350,434 on bill-

ings of \$7,661,769 for 1978. (In local currency, gross income was NZ\$1,633,769 on billings of NZ\$8,168,845 in 1979, compared with gross income of NZ\$1,396,749 on billings of NZ\$7,357,182 in 1978.) Media breakdown: Newspapers 19%; magazines 15%; radio 7%; tv 59%. Employees: 52. Accounts gained: Fountain Corp., Country Foods, Avon Cosmetics, National Mutual Life, Horticultural Merchants, N. M. Feyer, Accounts lost: EMI, Philips Electrical, Cadbury Schweppes Hudson, Bacardi.

SSC&B:Lintas New Zealand, Auckland, reports gross income of \$934,136 on billings of \$4,670,679 for 1979, compared with gross income of \$757,098 on billings of \$3,797,985 for 1978. (In local currency, gross income was NZ\$897,000 on billings of NZ\$4,485,000 in 1979, compared with gross income of NZ\$727,000 on billings of NZ\$3,647,000 in 1978.) Media breakdown: Newspapers 13%; magazines 13%; radio 5%; tv 68%; business press 1%. Employees: 27. Accounts gained: W. F. Tucker, Smith & Nephew.

USP Needham, Auckland, reports gross income of \$520,700 on billings of \$2,603,500 for 1979, compared with gross income of \$321,125 on billings of \$1,605,623 for 1978. (In local currency, gross income was NZ\$500,000 on billings of NZ\$2,500,000 in 1979, compared with gross income of NZ\$308,359 on billings of NZ\$1,541,793 in 1978.) Media breakdown: Magazines 30%; radio 10%; tv 55%; other 5%. Employees: 17, up from 9 in 1978. Accounts gained: Cerebos Foods (new products). Account lost: Smith Kline & French (animal health).

Ward & Grey, Auckland, reports gross income of \$179,000 on billings of \$764,000 for 1979, compared with gross income of \$118,000 on billings of \$501,000 for 1978. (In local currency, gross income was NZ\$172,000 on billings of NZ\$734,000 in 1979, compared with gross income of NZ\$113,000 on billings of NZ\$481,000 in 1978.) Media breakdown: Newspapers 11%; magazines 22%; radio 6%; tv 35%; business press 19%; other 7%. Employees: 9. Accounts gained: ABM, C. H. Drysdale, Congoleum, Fram, Marlowe Agencies, New Zealand Swimming Pool Assn., Sandoz Pharma.

NICARAGUA

The same 1979 rate of 125 dollars to the colón was also applied to local currency reported for 1978 income and billings.

APCU de Nicaragua, Managua, reports gross income of \$7,375 on billings of \$62,500 for 1979, compared with gross income of \$27,500 on billings of \$182,500 for 1978. (In local currency, gross income was Cordoba 75,000 on billings of Cordoba 500,000 in 1979, compared with gross income of Cordoba 220,000 on billings of Cordoba 1,460,000 in 1978.) Media breakdown: Newspapers 10%; radio 20%; tv 70%. The agency has two employees.

Publicidad McCann-Erickson Centroamericana, Managua, reports gross income of \$62,125 on billings of \$414,375 for 1979, compared with gross income of \$106,500 on billings of \$710,375 for 1978. (In local currency, gross income was Cordoba 497,000 on billings of Cordoba 3,315,000 in 1979, compared with gross income of Cordoba 852,000 on billings of Cordoba 5,683,000 in 1978.) Employees: 7. New assignment: Tania/British-American Tobacco (institutional).

NIGERIA

The same 1979 rate of 1.79 dollars to the naira was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 13.5% appreciation against the U.S. dollar based on the naira's 1978 exchange rate of 1.577.

Lintas, Lagos, reports gross income of \$3,759,000 on billings of \$23,628,000 for 1979, compared with gross income of \$3,516,876 on billings of \$20,545,020 for 1978. (In local currency, gross income was Naira 2,100,000 on billings of Naira 13,200,000 in 1979, compared with gross income of Naira 1,964,735 on billings of Naira 11,477,665 in 1978.) Media breakdown: Newspapers 20%; magazines 12%; radio 35%; tv 13%; outdoor 15%; cinema 5%. Employees: 150.

NORWAY

The same 1979 rate of 2008 dollars to the Norwegian kroner was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 0.15% appreciation of the kroner against the dollar based on kroner's 1978 exchange rate of 200.

AB Bates, Oslo, reports gross income of \$9,669,000 on billings of \$62,411,000 for 1979, compared with gross income of \$8,569,000 on billings of \$52,125,000 for 1978. (In local currency, gross income was Nkr48,275,000 on billings of Nkr311,588,000 in 1979, compared with gross income of Nkr42,781,000 on billings of Nkr260,236,000 in 1978.) Media breakdown: Newspapers 34.8%; magazines 15.5%; outdoor 1%; business press 6.1%; cinema 1.9%; production 29.1%; fees 11.6%; other 5.1%. Employees: 281. Accounts gained: Aleksander Pels - fur fashion, David Andersen jewelers, Helly Hansen sportswear, Jordan (tooth brushes, dental sticks and dental floss), Madshus Skifabrikk - ski manufacturers, Miljøverndepartementet - dept. of environment. The agency lost one account: Norsk Auto A/S - Fiat.

Benton & Bowles/HO, Oslo, reports gross income of \$2,615,700 on billings of \$17,658,200 for 1979, compared with gross income of \$2,807,400 on billings of \$18,765,000 for 1978. (In local currency, gross income was Nkr13,059,000 on billings of Nkr88,159,000 in 1979, compared with gross income of Nkr14,016,000 on billings of Nkr93,684,000 in 1978.) Media breakdown: Newspapers 51%; magazines 11%; business press 7%; cinema 6%; creative work and printed matter 25%. Employees: 67. Accounts gained: Quaker Oats - cereals (Ota A/S), Panasonic/technics

- Niels Vik & Co., Nilfisk vacuum cleaners, Meda A/S - medicine, Sonnicco electrical appliances. Accounts lost: some accounts were cut back in 1979 due to the wage and price freeze.

D'Arcy-MacManus & Masius, Oslo, reports gross income of \$857,200 on billings of \$5,469,000 for 1979, compared with gross income of \$634,000 on billings of \$4,100,000 for 1978. (In local currency, gross income was Nkr4,280,000 on billings of Nkr27,304,000 in 1979, compared with gross income of Nkr3,163,000 on billings of Nkr20,470,000 in 1978.) Media breakdown: Newspapers 38%; magazines 42%; outdoor 3%; business press 11%; cinema 5%; foreign media 1%. Employees: 21. Accounts gained: Norsk Citroen, Pastrol, Midelfart, Johnson & Johnson. Accounts lost: Mobil Oil, David Andersen.

Dramsrud & Werner, Oslo, reports gross income of \$761,140 on billings of \$5,076,800 for 1979, compared with gross income of \$741,100 on billings of \$4,943,400 for 1978. (In local currency, gross income was Nkr3,800,000 on billings of Nkr25,346,000 in 1979, compared with gross income of Nkr3,700,000 on billings of Nkr24,680,000 in 1978.) Employees: 18. Accounts gained: National Health Council, EF Institute. Account lost: Solo soft drinks.

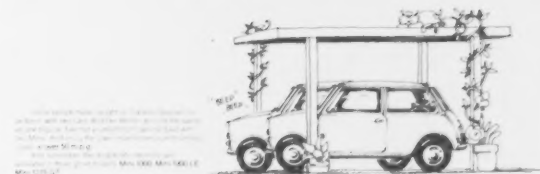
Eravco Bergen A/S, Bergen, reports gross income of \$866,300 on billings of \$5,768,000 for 1979, compared with gross income of \$624,000 on billings of \$4,166,000 for 1978. (In local currency, gross income was Nkr4,325,000 on billings of Nkr28,800,000 in 1979, compared with gross income of Nkr3,115,000 on billings of Nkr20,800,000 in 1978.) Employees: 22.

Eravco Oslo A/S, Oslo, reports gross income of \$2,653,000 on billings of \$17,686,000 for 1979, compared with gross income of \$2,312,000 on billings of \$15,423,000 for 1978. (In local currency, gross income was Nkr13,245,000 on billings of Nkr88,300,000 in 1979, compared with gross income of Nkr11,545,000 on billings of Nkr77,000,000 in 1978.) Employees: 50.

Gumaelius A/S, Oslo, reports gross income of \$1,031,000 on billings of \$6,579,000 for 1979, compared with gross income of \$986,000 on billings of \$6,429,000 for 1978. (In local currency, gross income was Nkr5,145,000 on billings of Nkr32,845,000 in 1979, compared with gross income of Nkr4,921,000 on billings of Nkr32,096,000 in 1978.) Media breakdown: Newspapers 70.3%; magazines 12.1%; outdoor 5%; business press 14.2%; cinema 2.9%. Employees: 23. Accounts gained: Husqvarna Electro, Aspelin-Stormbull Maskin, Norgas, Reader's Digest. Accounts lost: Zonda, Black & Decker.

Holter, Young & Rubicam, Oslo, reports gross income of \$2,046,000 on billings of \$13,647,000 for 1979, compared with gross income of \$2,212,000 on billings of \$14,754,000 for 1978. (In local currency, gross income was Nkr10,215,000 on billings of Nkr68,133,000 in 1979, compared with gross income of Nkr11,042,000 on billings of Nkr70,550,000 in 1978.) Y&R does not publish billings. Figures in kroner and dollars are AA estimates. Media breakdown: Newspapers 63%; magazines 16%; outdoor 2%; business press 14%; cinema 3%; foreign 2%. Employees: 47. Accounts gained: Kvikk, Wran-

End of carless days



Mini-The Economy Drive

The "End of carless days" ad by MacKay King Advertising, Wellington, tells drivers that by owning two New Zealand Motor Corp. Minis they can avoid the problem of finding alternate transportation one day per week, referring to the fact that New Zealanders have been required by the government to leave their car at home one day a week.

NORWAY

gler, Den Norske Creditbank, Defa, Blystad-Udis. Accounts lost: Varde Fabrikker, Lehmkuhl-SRA, Chrysler Marine.

Intermarco-Farner, Oslo, part of the Publicis Intermarco-Farner European agency network, reports gross income of \$351,000 on billings of \$2,484,000 for 1979, compared with gross income of \$341,000 on billings of \$2,404,000 for 1978. (In local currency, gross income was Nkr 1,750,000 on billings of Nkr 12,400,000 in 1979, compared with gross income of Nkr 1,700,000 on billings of Nkr 12,000,000 in 1978.) Media breakdown: Newspapers 55%; magazines 15%; supplements 5%; business press 20%; cinema 5%. Employees: 6. Accounts gained: *Dagbladet* daily newspaper, Kalmar fork lift trucks, T. Kjedon - scuba equipment dealers, Perstorp resin laminates, Reber-Schindler lifts, Statens Edrskapsdirektorat - anti alcohol campaign, J.T. Thomassen diving equipment. Account lost: Aspelin Stormbull Haskin machinery.

Jensen-Grey, Oslo, reports gross income of \$618,000 on billings of \$3,462,000 for 1979, compared with gross income of \$648,000 on billings of \$4,044,000 for 1978. (In local currency, gross income was Nkr 3,086,000 on billings of Nkr 17,286,000 in 1979, compared with gross income of Nkr 3,237,000 on billings of Nkr 20,192,000 in 1978.) Media breakdown: Newspapers 44%; magazines 10.5%; outdoor 2%; business press 16.5%; point of sale 4%; cinema 4%; print, direct mail 19%. Employees: 18. Account gained: Firestone Norge A/S Norema - partly. Accounts lost: A/S Saga-Doren, Interfoto A/S.

Lund & Lommer A/S, Oslo, affiliated with DFS International, reports gross income of \$2,203,000 on billings of \$7,291,000 for 1979, compared with gross income of \$2,123,000 on billings of \$7,111,000 for 1978. (In local currency, gross income was Nkr 11,000,000 on billings of Nkr 36,400,000 in 1979, compared with gross income of Nkr 10,600,000 on billings of Nkr 35,500,000 in 1978.) Media breakdown: Newspapers 75%; magazines 22%; outdoor 2%; point of sale 1%. Employees: 47. Account gained: British Airways.

McCann-Erickson, Oslo, reports gross income of \$958,000 on billings of \$6,390,000 for 1979, compared with gross income of \$854,000 on billings of \$5,710,000 for 1978. (In local currency, gross income was Nkr 4,783,000 on billings of Nkr 31,903,000 in 1979, compared with gross income of Nkr 4,274,000 on billings of Nkr 28,508,000 in 1978.) Employees: 24. Accounts gained: Asec Canon cameras, Miele household appliances, Unoco offshore services. New assignment: Gillette - Atra-Contour razors.

A/S Myres/Lintas (Norway), Oslo, reports gross income of \$2,684,725 on billings of \$17,321,461 for 1979, compared with gross income of \$2,538,263 on billings of \$16,091,775 for 1978. (In local currency, gross income was Nkr 13,403,520 on billings of Nkr 86,477,590 in 1979, compared with gross income of Nkr 12,672,308 on billings of Nkr 80,338,370 in 1978.) Media breakdown: Newspapers 25%; magazines 35%; outdoor 1%; business press 7%; point of sale 1%; cinema 2%; other 12%; technical printed matter 17%. Employees: 62. Accounts gained: Hamjern A/S, Ministry of Education & Ecclesiastical Affairs, Reckitt & Colman, Central Information Service, B.

Wahlstroms Bokforlag AB, Account lost: Goeteborg Kex.

NCK Norge A/S, Oslo, reports gross income of \$1,127,500 on billings of \$7,520,000 for 1979, compared with gross income of \$1,073,600 on billings of \$7,160,700 for 1978. (In local currency, gross income was Nkr 5,629,000 on billings of Nkr 37,545,000 in 1979, compared with gross income of Nkr 5,360,000 on billings of Nkr 35,750,000 in 1978.) Media breakdown: Newspapers 61%; magazines 25%; business press 12%; cinema 2%. Employees: 21. Accounts gained: Anker batteries, Aschehoug Publishing, Bergen Bank International, Information Office for imported fruits & vegetables, Hornsleth crystal, InterFinans, Norsk Johnson wax, SAS Catering. Accounts lost: Buketten, Citrus Marketing Board.

Ogilvy & Mather, Oslo, reports gross income of \$2,085,300 on billings of \$8,698,700 for 1979, compared with gross income of \$1,610,200 on billings of \$6,361,500 for 1978. (In local currency, gross income was Nkr 10,411,412 on billings of Nkr 43,428,706 in 1979, compared with gross income of Nkr 8,039,742 on billings of Nkr 31,760,637 in 1978.) Media breakdown: Newspapers 66%; magazines 15%; outdoor 4%; business press 10%; cinema 5%. Employees: 47. Accounts gained: Braathens SAFE, *Drammens Tidende* & *Buskerud Blad*, Ernst G. Mortensen A/S, Ege taepner-Norge A/S, Kirkens nodhjelp, Mylius salgselskap A/S, Saga-Doren A/S, Toro Intl. Accounts lost: British Airways, Norsk Wrangler A/S Mariner International.

PAKISTAN

The same 1979 rate of 1055 dollars to the Pakistani rupee was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 29% appreciation of the rupee against the dollar based on rupee's 1978 exchange rate of .087.

IMAA/D.J. Keymer (Pakistan), Karachi, only reports billings of \$1,517,000 for 1979, compared with billings of \$1,332,304 for 1978. (In local currency, billings were Rs 14,379,643 in 1979, compared with billing of Rs 12,628,909 in 1978.) Media breakdown: Newspapers 15%; radio 5%; tv 66%; point of sale 2%; cinema 2%; film production 10%. Employees: 26. Accounts gained: Sony, Communicaid, Gillette Contour, Starvac, Media Casettes.

R:Lintas Ltd. (Pakistan), Karachi, reports gross income of \$353,000 on billings of \$2,526,000 for 1979, compared with gross income of \$348,000 on billings of \$2,458,000 for 1978. (In local currency, gross income was Rs 3,346,000 on billings of Rs 23,943,000 in 1979, compared with gross income of Rs 3,300,000 on billings of Rs 23,298,000 in 1978.) Media breakdown: Newspapers 12%; radio 16%; tv 47%; outdoor 1%; cinema 10%; other 14%. Employees: 49. Accounts gained: Philips, Lipton, Komatsu.

Orient Advertisers, Karachi, only reports billings of \$2,353,853 for 1979, compared with billings of \$1,997,434 for 1978. (In local currency, billings were Rs 22,311,401 in 1979, compared with billings of Rs 18,933,025 in 1978.) Media breakdown: Newspapers 30%; magazines 8%; radio 13%; tv 35%; outdoor 5%; point of sale 2%; cinema 7%. Employees: 86. Accounts gained: Fongas, Jenica Center, Fauji fertilizer, Energy Resources Cell, Taj Mahal Hotel complex, Ahmed spices, Mehran Hotel, Nairang complex, National Trading Corp., Electronic Industries.

Paragon Advertising, Karachi,

reports gross income of \$220,830 on billings of \$1,339,323 for 1979, compared with gross income of \$228,059 on billings of \$1,383,464 for 1978. (In local currency, gross income was Rs 2,093,175 on billings of Rs 12,695,000 in 1979, compared with gross income of Rs 2,161,700 on billings of Rs 13,113,400 in 1978.) Media breakdown: Newspapers 34.5%; magazines 8.5%; supplements 2%; radio 6.5%; tv 26.5%; outdoor 6.75%; point of sale 6.5%; cinema 8.5%. Employees: 63. Accounts gained: Port Mohammad Bin Qasim Authority, Karachi Port Trust, Picault milk, Poultry Producers Assn., Olivetti, Camy watch distributors, Sui Northern Gas Pipelines, Winthrop.

Prestige Advertising, Karachi, reports gross income of \$176,101 on billings of \$1,253,804 for 1979, compared with gross income of \$171,275 on billings of \$1,204,427 for 1978. (In local currency, gross income was Rs 1,669,204 on billings of Rs 11,884,397 in 1979, compared with gross income of Rs 1,623,460 on billings of Rs 11,416,368 in 1978.) Media breakdown: Newspapers 40%; magazines 15%; radio 5%; tv 25%; outdoor 1%; point of sale 7%; cinema 4%; annual reports, stationary, etc. 3%. Employees: 50. Accounts gained: General Tyre & Rubber Co. of Pak Ltd., Montgomery Flour & General Mills, United Bank MacDonald Layton & Co.

PANAMA

An exchange rate of 1 U.S. dollar to the balboa was used to determine both 1978 and 1979 gross income and billings.

Campagnani, Aleman y Quelquejau, Panama, reports gross income of \$634,422 on billings of \$2,779,562 for 1979, compared with gross income of \$527,556 on billings of \$2,162,144 for 1978. Media breakdown: Newspapers 21%; magazines 6%; radio 13%; tv 56%; outdoor 3%; cinema 1%. Employees: 26. Accounts gained: Hawaiian Punch, Bacardi Rum, Clorox Co., Adams Chiclets. Accounts lost: Welch's Foods and Volvo.

McCann-Erickson de Panama, reports gross income of \$702,000 on billings of \$4,682,000 for 1979, compared with gross income of \$612,000 on billings of \$4,082,000 for 1978. Employees: 37. Accounts gained: Audio Foto, CAG Cafe Bonanza, Destiladora Nacional, Fertica, Holiday Inn, Pinesol.

PARAGUAY

An exchange rate of .008 U.S. dollars to the guarani was used to determine both 1978 and 1979 gross income and billings.

McCann-Erickson Corp. Publicidad, Asuncion, reports gross income of \$133,000 on billings of \$884,000 for 1979, compared with gross income of \$63,600 on billings of \$424,000 for 1978. (In local currency gross income was PG16,629,000 on billings of PG110,500,000 in 1979, compared with gross income of PG7,950,000 on billings of PG53,000,000 in 1978.) Accounts gained: New assignments: Colgate, L'Oréal, R.J. Reynolds.

J. Walter Thompson Paraguay, Asuncion, reports gross income of \$115,084 on billings of \$767,230 for 1979, compared with gross income of \$110,562 on billings of \$737,083 for 1978. (In local currency, gross income was PG14,385,556 on billings of PG95,903,707 in 1979, compared with gross income of PG13,820,304 on billings of PG92,135,360 in 1978.) Media breakdown: Newspapers 37%; radio 19%; tv 38%; outdoor 2%; cinema 4%. Employees: 7. Account gained: Chase Bank.

PERU

The same 1979 rate of 6066 dollars to the Peru sol was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 9.6% depreciation of the sol against the dollar based on sol's 1978 exchange rate of .0073.

Compania Nacional de Publicidad, Lima, reports gross income of \$486,000 on billings of \$2,758,000 for 1979, compared with gross income of \$232,000 on billings of \$1,298,000 for 1978. (In local currency, gross income was Sol 73,613,000 on billings of Sol 417,848,000 in 1979, compared with gross income of Sol 35,078,000 on billings of Sol 196,658,000 in 1978.) Media breakdown: Newspapers 12%; magazines 2%; radio 14%; tv 47%; cinema 5%; production 20% (radio, tv, print, etc.). Employees: 61. Accounts gained: Equipos Internacionales S.A. (Internacional Harvester) Eli Lilly, 3M copiers, Partido Popular Cristiano, Salvo (detergent from Procter & Gamble.).

IMAA/Publicitas, Lima, reports gross income of \$164,195 on billings of \$1,260,752 for 1979, compared with gross income of \$96,758 on billings of \$726,198 for 1978. (In local currency, gross income was Sol 24,878,000 on billings of Sol 131,023,000 in 1979, compared with gross income of Sol 14,660,000 on billings of Sol 110,030,000 in 1978.) Media breakdown: Newspapers 14.1%; magazines 0.9%; radio 7.4%; tv 76.4%; point of sale 1.2%. Employees: 41 in 1979 compared to 34 in 1978. Accounts gained: Johnson & Johnson del Peru, Ind. de Tocador Peruana, Manufacturera de Vidrio del Peru, Vidrios planos del Peru.

McCann-Erickson Corp. Publicidad (Peru), Lima, reports gross income of \$523,674 on billings of \$4,159,901 for 1979, compared with gross income of \$445,651 on billings of \$3,039,188 for 1978. (In local currency, gross income was Sol 94,496,000 on billings of Sol 630,288,000 in 1979, compared with gross income of Sol 69,038,000 on billings of Sol 460,483,000 in 1978.) Employees: 54. Accounts gained: American Home Products, Auto Ahorro (car financing), Mobil Oil. New assignments: Bunge & Born/Copsa (soap), Gillette (Atra-Contour razor), Paper Mate). Account lost: Molinera Inca (crackers).

J. Walter Thompson Peruana, Lima, reports gross income of \$942,000 on billings of \$5,606,000 for 1979, compared with gross income of \$523,700 on billings of \$3,178,300 for 1978. (In local currency, gross income was Sol 142,728,000 on billings of Sol 849,429,000 in 1979, compared with gross income of Sol 79,347,000 on billings of Sol 481,574,000 in 1978.) Media breakdown: Newspapers 13.7%; magazines 2.4%; radio 17%; tv 64.5%; outdoor 1.7%; cinema 0.66%. Employees: 64 in 1979 compared to 53 in 1978. Accounts gained: Sears, Nestle, Parke Davis, Sunbeam, Esan, Textil Piura, Philips. Accounts lost: Cafetal, Gloria (both resigned when JWT gained Nestle).

PHILIPPINES

The same 1979 rate of 142 dollars to the Philippine peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 10% appreciation of the peso against the dollar based on peso's 1978 exchange rate of .1290.

Advertising & Marketing Associates, Makati/Manila, reports gross income of \$1,236,030 on billings of \$8,244,319 for 1979, compared with gross income of \$1,167,013 on billings of \$7,780,123 for 1978. (In local currency, gross income was Ps 8,704,436 on billings of Ps 58,058,588 in 1979, com-

pared with gross income of Ps 8,218,400 on billings of Ps 54,789,600 in 1978.) Media breakdown: Newspapers 22%; magazines 12.3%; radio 18.7%; tv 42.4%; outdoor 1.7%; business press 2.3%; cinema .8%. Employees: 160. Accounts gained: Charlie's shoes, Capri Condominium, Up-Town Department Store, Executive Development Academy, VMV Corporation, S.C. Johnson & Sons, La Colina Development Corporation, Abenson, Mindanao Steel Corporation, United Coconut Planters Bank, Interpublik Associates. Accounts lost: Mayon Ceramics Corp., Cresta Del Mar, Akebono Manufacturing, Midland Pacific Development Corp.

Ace-Compton Advertising, Manila, only reports gross income of \$1,223,993 for 1979, compared with gross income of \$1,294,060 for 1978. (In local currency, gross income was Ps 8,619,670 in 1979, compared with gross income of Ps 9,113,100 in 1978.) Media breakdown: Newspapers 11%; magazines 1%; radio 27%; tv 59%; cinema 2%. Employees: 153. Accounts gained: Parke Davis (Caladry, Evrile-E), Metro Club, Natural Energy Systems, Pfizer (Lysivit), Filipro-Maggi seasoning, Warner-Chilcott (Halls Honey Lemon, Listermint), Insular Life Assurance Co., Book Stop, Johnson & Johnson (Modess Lights, OB tampons, Tylenol). Accounts lost: Elizalde International, Music Center Phils., Jag and Haggard Sportswear.

CA:Lintas Manila, Manila, reports gross income of \$236,000 on billings of \$1,580,000 for 1979, compared with gross income of \$117,000 on billings of \$779,000 for 1978. (In local currency, gross income was Ps 1,663,000 on billings of Ps 11,131,000 in 1979, compared with gross income of Ps 823,000 on billings of Ps 5,487,000 in 1978.) Media breakdown: Newspapers 12%; magazines 3%; radio 24%; tv 60%; cinema 1%. Employees: 18. Accounts gained: Lipton, Philippine Refining Co.—new product development.

McCann-Erickson (Philippines), Manila, reports gross income of \$1,035,000 on billings of \$6,903,000 for 1979, compared with gross income of \$909,000 on billings of \$6,063,000 for 1978. (In local currency, gross income was Ps 7,287,000 on billings of Ps 48,604,000 in 1979, compared with gross income of Ps 6,401,000 on billings of Ps 42,695,000 in 1978.) Employees: 115. Accounts gained: Johnson & Johnson baby powder and soap, cotton buds, Feminex Plus sanitary napkins, Kuwait Airways, Squibb (vitamin E, Thera-gran and Golden Bounty vitamins, Counterpain, animal care products), Suzuki motorcycles, Quaker Instant Family cereal, Yamaha musical instruments, sporting equipment. New assignments: Abbott Laboratories (Murine Plus), Gillette—Trinity deodorant, Philips small household appliances, lamps and lighting, Swift's canned corned beef. Account lost: Singapore Airlines.

PORTUGAL

The same 1979 rate of 621803 dollars to the Portuguese escudo was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 13% depreciation of the escudo against the U.S. dollar based on the escudo's 1978 exchange rate of .025.

Insignia-Agencia Internacional de Publicidade, Lisbon, part of Compton Intl., only reports gross income of \$350,959 for 1979, compared with gross income of \$292,160 for 1978. (In local currency, gross income was Esc. 15,180,000 in 1979, compared with gross income of Esc. 13,400,000 in

PORTUGAL

1978.) Media breakdown: Newspapers 33%; magazines 10%; radio 25%; tv 30%. Employees: 18. Accounts gained: Companhia Portuguesa, Portugal E Colonias (food products), Movinorma industrial machinery, Super-Fresco (Cosco-Cola, Carbo Sidral-Cidra—without alcohol), Hinton and Sons, Sapef farming products and fertilizers.

Intermarco-Espiral, part of the Publicis, Intermarco-Farner European agency network, Lisbon, reports gross income of \$824,000 on billings of \$4,230,000 for 1979, compared with gross income of \$589,000 on billings of \$2,943,000 for 1978. (In local currency, gross income was Esc. 37,800,000 on billings of Esc. 194,000,000 in 1979, compared with gross income of Esc. 27,000,000 on billings of Esc. 135,000,000 in 1978.) Media breakdown: Newspapers and magazines 53%; radio 10%; tv 35%; outdoor 1%. Employees: 51. Accounts gained: Alter baby clothes, Cinzano Rose, IBM typewriters, Johnson (Brise Continuo), Knorr (Hellman's mayonnaise), Radiotevisao Portuguesa, UNICEF Children's Fund, Vale de Lobo holiday village. Accounts lost: Companhia de Seguro de Creditos, Deutscher Pressevertrieb (Neue Mode), F. Lima & Co. beauty products.

Lintas—Agencia Internacional de Publicidade, Lisbon, reports gross income of \$1,042,500 on billings of \$7,021,200 for 1979, compared with gross income of \$676,900 on billings of \$4,771,300 for 1978. (In local currency, gross income was Esc. 47,817,000 on billings of Esc. 322,029,000 in 1979, compared with gross income of Esc. 31,045,000 on billings of Esc. 218,839,000 in 1978.) Media breakdown: Newspapers 9%; magazines 6%; radio 2%; tv 65%; outdoor 11%; point of sale 5%; cinema 1%; other 1%. Employees: 36. Accounts gained: Coatsy Clark, I.C.L., Masa, Denim, Fly Away, Sunlight, CIF. Account lost: Kodak.

McCann-Erickson-Hora Publicidade, Lisbon, an M-E associate in 1979 before 100% of the agency was purchased by M-E last month, reports gross income of \$959,332 on billings of \$6,388,279 for 1979, compared with gross income of \$788,000 on billings of \$4,250,000 for 1978. (In local currency, gross income was Esc. 44,000,000 on billings of Esc. 293,000,000 in 1979, compared with gross income of Esc. 31,520,000 on billings of Esc. 170,000,000 in 1978.) Accounts gained: General Motors, Kodak, Banco Commercial Azores, Nestle, Singer, Portugal Tourist Office.

Norman, Craig & Kummel—Ciesa Publicidade, Lisbon, reports gross income of \$887,400 on billings of \$5,919,000 for 1979, compared with gross income of \$477,486 on billings of \$3,161,435 for 1978. (In local currency, gross income was Esc. 40,700,000 on billings of Esc. 271,469,000 in 1979, compared with gross income of Esc. 21,900,000 on billings of Esc. 146,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 13%; radio 10%; tv 63%; outdoor 1%; cinema 1%. Employees: 68. Accounts gained: Utilmovel, Foreign Investment Institute, National Tourist Board, Post & Telephone National Co. (postal code), Grundig, S.C. Johnson—Forza Glo-Co, Warner-Lambert-Chiclets, Schick, Halls, new products. Accounts lost: Chesebrough-Pond's, Cirel, F.A. Caiado.

Team, Lisbon, only reports billings of \$3,597,495 for 1979, compared with billings of \$2,507,345 for 1978. (In local currency, bill-

ings were Esc. 165,000,000 in 1979, compared with billings of Esc. 115,000,000 in 1978.) Media breakdown: Newspapers 22%; radio 11%; tv 45%; outdoor 9%; point of sale 2%; cinema 1%; production 10%. Employees: 48. Accounts gained: Home Products Portugal (Boyle Midway International), Mackenzie Scotch whisky, McDonnell Douglas, Tudor batteries, Sandeman port wine and brandy, Schweppes, Shell.

PUERTO RICO

Badillo Compton, San Juan, reports gross income of \$2,775,000 on billings of \$18,509,000 for 1979, compared with gross income of \$2,469,130 on billings of \$16,475,000 for 1978. Media breakdown: Newspapers 22%; magazines 1%; radio 11%; tv 65%. Employees: 75. Accounts gained: Standard Brands, British West Indian Airways, Mitsubishi Motor Corp., Cooperative de Seguros de Vida.

Leo Burnett, San Juan, reports gross income of \$918,000 on billings of \$6,123,000 for 1979, compared with gross income of \$856,000 on billings of \$5,710,000 for 1978. Employees: 26.

Kenyon & Eckhardt of Puerto Rico, San Juan, The agency, a joint venture between K&E and J.R. Marquina, began operations September, 1979. No figures are available for 1979. Media breakdown: Newspapers 36%; magazines 5%; radio 11%; tv 46%; transit advertising 2%. Employees: 7. Accounts gained: Rums of Puerto Rico, P.R. Tourism Dept., Chrysler, Turtle Wax, Fidecay, Cafeteros de Puerto Rico.

McCann-Erickson, San Juan, reports gross income of \$630,000 on billings of \$4,202,000 for 1979, compared with gross income of \$612,000 on billings of \$4,082,000 for 1978. Employees: 29. Accounts gained: Air Jamaica, Armour Dial (Treet, Spam, Vienna sausages, Parsons ammonia, toiletries including Dial soap and shampoo, Tone soap), Pueblo Communications (WQII radio). New assignment: Trigo Hermanos (Tres Cepas liquor). Account lost: Gillette.

Norman, Craig & Kummel, San Juan, reports gross income of \$874,000 on billings of \$5,830,000 for 1979, compared with gross income of \$885,000 on billings of \$5,900,000 for 1978. Media breakdown: Newspapers 6%; radio 7%; tv 75%; tv production 12%. Employees: 21. Accounts gained: Venesision, Primetal Corp., Holsom Bakers, International Playtex, Givenchy hosiery, baby products. Account lost: Danosa.

Ulises Cadilla & Assoc., San Juan, part of BBDO International, reports gross income of \$964,229 on billings of \$5,927,006 for 1979, compared with gross income of \$520,778 on billings of \$2,988,992 for 1978. Media breakdown: Newspapers 12%; magazines 8%; radio 6%; tv 71%; cinema 3%. Employees: 32. Accounts gained: Sunshine biscuits, Gillette—all products, R.J. Reynolds (Winston and Vantage), R.J. Reynolds foods (Milk Mate & Hawaiian Punch), San Miguel beer. Accounts lost: Nabisco, Norcliff Thayer, Wella Co., Kimberly Clark.

Young & Rubicam Puerto Rico, San Juan, reports gross income of \$3,501,000 on billings of \$23,352,000 for 1979, compared with gross income of \$2,955,000 on billings of \$19,710,000 for 1978. Y&R does not report billings. The figures listed are AA estimates. Media breakdown: Newspapers

13%; magazines 3%; radio 8%; tv 75%; outdoor 1%. Employees: 70. Accounts gained: El Nuevo Dia, Fournier Enterprises, First Boston Corp. Accounts lost: Arrow Inter-America, Atlantic Tire, Chrysler International, Cervceria India, Atlantic Performance Cars.

SINGAPORE

The same 1979 rate of 4667 dollars to the Singapore dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 9% appreciation of the S dollar against the U.S. dollar based on S dollar's 1978 exchange rate of 429.

Ted Bates, Singapore, reports gross income of \$326,690 on billings of \$2,193,490 for 1979, compared with gross income of \$280,020 on billings of \$2,053,480 for 1978. (In local currency, gross income was \$700,000 on billings of \$4,700,000 in 1979, compared with gross income of \$600,000 on billings of \$4,400,000 in 1978.) Employees: 35.

Leo Burnett, Singapore, reports gross income of \$916,000 on billings of \$6,108,000 for 1979, compared with gross income of \$909,000 on billings of \$6,061,000 for 1978. (In local currency, gross income was \$1,962,000 on billings of \$13,087,000 in 1979, compared with gross income of \$1,947,000 on billings of \$12,986,000 in 1978.) Employees: 48.

Compton Advertising, Singapore, only reports billings of \$2,100,150 for 1979, compared with billings of \$1,493,440 for 1978. (In local currency, billings were \$4,500,000 in 1979, compared with billings of \$3,200,000 in 1978.) Media breakdown: Newspapers 30%; magazines 19%; radio 17%; tv 31%; outdoor 3%. Employees: 24. Accounts gained: Hagemeyer Trading Co. Sdn. Bhd., Glaxo Singapore, SKF South East Asia, Shell Singapore, USIMC, Jardine Marketing Services, J.L. Morison Son & Jones, ICI (Singapore), Sky-pak International, Guthrie Trading, Scheidegger Trading Co., Export Credit Insurance Corp., Lee Brothers, Ronmark, Eastern Agencies, Harpers Trading, Trade Fairs & Exhibitions. Accounts lost: Dantas Private-Ikea, Guthrie Trading-Otard Brandy, Livita.

Grant Kenyon & Eckhardt, Singapore, reports gross income of \$1,026,700 on billings of \$6,706,200 for 1979, compared with gross income of \$1,102,300 on billings of \$6,612,700 for 1978. (In local currency, gross income was \$2,200,000 on billings of \$14,369,400 in 1979, compared with gross income of \$2,862,000 on billings of \$14,169,000 in 1978.) Media breakdown: Newspapers 45%; magazines 13%; radio 2%; tv 36%; outdoor 1%; cinema 3%. Employees: 58. Accounts gained: Rank Xerox, Braniff International, Titus International (watches), Peter Chew's (department store). Accounts lost: Martell Brandy, Ocean & Capital Properties.

McCann-Erickson, Singapore, reports gross income of \$293,554

on billings of \$1,957,807 for 1979, compared with gross income of \$323,890 on billings of \$2,160,354 for 1978. (In local currency, gross income was \$629,000 on billings of \$4,195,000 in 1979, compared with gross income of \$694,000 on billings of \$4,629,000 in 1978.) Employees: 28. Accounts gained: Carreras Rothman (cigarettes), Martell Cognac, Motor & Leasing (Isuzu Trucks/GM dealer), Setscro (Risor Orchid jewelry).

Meridian Advertising, Singapore, part of the O&M network, reports gross income of \$125,241 on billings of \$533,719 for 1979. (In local currency, gross income was \$268,355 on billings of \$1,143,602 in 1979. The agency commenced operations in 1979. Media breakdown: Newspapers 33%; magazines 14%; tv 44%; outdoor 9%. Employees: 13. Accounts gained: Poncho/Nakhoda, Wah Chang International, Berli Jucker, Shine Far International. Accounts lost: Olivier, K.S. Paints.

Ogilvy & Mather, Singapore, reports gross income of \$1,609,728 on billings of \$10,738,578 for 1979, compared with gross income of \$1,181,746 on billings of \$7,882,243 for 1978. (In local currency, gross income was \$3,449,170 on billings of \$23,005,964 in 1979, compared with gross income of \$2,532,131 on billings of \$16,889,314 in 1978.) Media breakdown: Newspapers 60.3%; magazines 11%; radio 1%; tv 23.1%; outdoor 1.8%; cinema 2.8%. Employees: 72, up from 55 in 1978. Accounts gained: Credit Suisse, Greater Colombo Economic Commission, Public Utilities Board, Samsonite, Cover Girl Cosmetics, Rentacolor, Hagemeyer, PIA Corporate, Readers Digest.

SSC&B Lintas S.E. Asia, Singapore, reports gross income of \$705,000 on billings of \$5,007,000 for 1979, compared with gross income of \$533,000 on billings of \$3,781,000 for 1978. (In local currency, gross income was \$1,511,000 on billings of \$10,728,000 in 1979, compared with gross income of \$1,141,000 on billings of \$8,102,000 in 1978.) Media breakdown: Newspapers 41%; magazines 4%; radio 3%; tv 49%; outdoor 1%; cinema 2%. Employees: 20. Accounts gained: Diethelm, Remy Martin, Borneo, ICI. Account resigned: O.C.B.C.

Tom Tan Associates, Singapore, reports gross income of \$175,663 on billings of \$929,465 for 1979, compared with gross income of \$223,399 on billings of \$1,017,254 for 1978. (In local currency, gross income was \$376,393 on billings of \$1,991,568 in 1979, compared with gross income of \$478,677 on billings of \$2,179,673 in 1978.) Media breakdown: Newspapers 53%; magazines 10%; radio 2%; tv 12%; outdoor 10%; cinema 3%; other 10%. Employees: 12. Accounts gained: Minolta cameras & copiers, International Harvester (Payline Group), Hotel Tai Pan. Account lost: Robinson stores.

J. Walter Thompson Singapore,

Singapore, reports gross income of \$126,900 on billings of \$846,500 for 1979. (In local currency, gross income was \$271,900 on billings of \$1,813,800 in 1979.) The company commenced operations in Singapore in 1979. Media breakdown: Newspapers 54%; magazines 10%; radio 1%; tv 34%; cinema 1%. Employees: 15. Accounts gained: Reckitt & Colman (Preen, Veet), Thong SIA (Alba watches), Kellogg-20th Century (development brands).

Young & Rubicam, Singapore, reports gross income of \$73,000 on billings of \$487,000 for 1979. (In local currency, gross income was \$156,000 on billings of \$1,043,641 in 1979.) The agency commenced operations in Singapore in August 1979. Y&R does not publish billings. Figures are AA estimates. Media breakdown: Newspapers 49%; magazines 10%; radio 2%; tv 29%; cinema 10%. Employees: 9. Accounts gained: American Optical, Dynasty Hotel, Eastern Watch Co., Eastmark Candy, Hong Kong Tourist Association, Longines, Tuff-Kote Dinol.

SOUTH AFRICA

The same 1979 rate of 1.1915 dollars to the South African rand was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% appreciation of the rand against the dollar based on rand's 1978 exchange rate of 1.1545.

Bates Well's Rostrom, Johannesburg, reports gross income of \$3,526,000 on billings of \$16,600,000 for 1979, compared with gross income of \$2,563,000 on billings of \$12,175,000 for 1978. (In local currency, gross income was R 2,959,000 on billings of R 13,932,000 in 1979, compared with gross income of R 2,151,000 on billings of R 10,218,000 in 1978.) Media breakdown: Newspapers 45%; magazines 10%; radio 10%; tv 14%; outdoor 4%; cinema 2%; production 15%. Employees: 134. Accounts gained: Natal Building Society, Cadbury-Schweppes, B.P., Sterns Diamond Org. Accounts lost: Ster-Kinehor, Sigma Motor Corp.

BBDO/South Africa, Johannesburg, reports gross income of \$1,733,215 on billings of \$25,598,881 for 1979, compared with gross income of \$1,402,089 on billings of \$20,653,798 for 1978. (In local currency, gross income was R 1,454,650 on billings of R 21,845,584 in 1979, compared with gross income of R 1,176,743 on billings of R 17,334,283 in 1978.) Media breakdown: Press 47%; radio 16%; tv 30%; outdoor 6%; cinema 1%. Employees: 207. Accounts gained: J. I. Case, Ingersoll Rand, Associated Engineering, Fedgas, Grosvenor Industrial, Midmacor, Sperry Vickers. Accounts lost: Edbio, Glenmore, Tiger Oats.

D'Arcy-MacManus & Masius, Pretoria, reports gross income of \$3,368,000 on billings of \$22,399,000 for 1979, compared with gross income of \$2,249,552 on billings of \$14,946,176 for 1978. (In local currency, gross income was R 2,826,000 on billings of R 18,799,000 in 1979, compared with gross income of R 1,888,000 on billings of R 12,544,000 in 1978.) Media breakdown: Newspapers 29%; magazines 23%; radio 18%; tv 24%; supplements 1%; outdoor 1%; business press 1%; farm press 1%; cinema 2%. Employees: 115. Accounts gained: Cargo Motors, Kool Aluminum, Iberia Airlines, White Horse whisky, S.C.S. Laboratories. Accounts lost: Success Correspondence Colleges, Scripto.

De Villiers & Co., Johannesburg, reports gross income of \$1,963,440 on billings of \$12,961,810 for 1979, compared with gross income of \$1,799,804 on billings of \$9,251,706 for 1978. (In

...Aren't you glad you waited.



You can't go wrong. ISUZU GEMINI. 

Ads launching General Motors' new passenger car Isuzu Gemini produced strong sales in the highly competitive Singapore automobile market. Ads like this were produced by McCann-Erickson (Singapore) Private Ltd.

SOUTH AFRICA

local currency, gross income was R 1,647,872 on billings of R 10,878,565 in 1979, compared with gross income of R 1,510,536 on billings of R 7,764,755 in 1978.) Media breakdown: Newspapers 24%; magazines 27%; supplements 3%; radio 10%; tv 18%; outdoor 8%; business press 5%; point of sale 3%; cinema 2%. Employees: 111. Accounts gained: Hyperama, Max Factor, Cadbury's, Gallo Africa, Kanhym, Fiat, Polaroid, South African Associated Newspapers, Silver Radios, Promadis, South African Defense Force. Account lost: Borden.

Goodgoll-Said, Campbell-Ewald (South Africa), Johannesburg, reports gross income of \$1,367,000 on billings of \$9,123,000 for 1979, compared with gross income of \$240,000 on billings of \$1,653,000 for 1978. (In local currency, gross income was R 1,147,000 on billings of R 7,657,000 in 1979, compared with gross income of R 208,000 on billings of R 1,387,000 in 1978.) Employees: 49. Accounts gained: Borden refrigerated and dairy products, Twins cosmetics, Henkel toothpaste and soap (new assignment). Accounts lost: Gossard lingerie, Southern Life Insurance.

Grey, Phillips Buntun Mundel & Blake, Johannesburg, reports gross income of \$4,411,000 on billings of \$26,730,000 for 1979, compared with gross income of \$3,255,000 on billings of \$19,731,000 for 1978. (In local currency, gross income was R 3,702,000 on billings of R 22,434,000 in 1979, compared with gross income of R 2,732,000 on billings of R 16,560,000 in 1978.) Media breakdown: Newspapers 41%; magazines 18%; radio 8%; tv 30%; outdoor 1%; cinema 2%. Employees: 156. Accounts gained: Anglo Alpha Cement, Arthur Anderson recruitment, Bradlows Stores, Bristol-Myers-Clairel appliances, Clarke Datsun-retail motor dealer, Consolidated Glass Works, De-Nol Laboratories, Eastgate Merchants Assn., Eagle-moss Publications, Etkinds-photographic/hi-fi chain of retail stores, Escam-Corporate (Electricity Supply Commission), Greater-mans-retail department stores, Harley Sports-Tiger shoes, Hewlett-Packard, Impulse Merchandising-retail furniture, Kessel Feinstein recruitment, Link-retail pharmacies, L'uomo-polo shirts, Micor Management Services Corporate, Magnum Liquordrome, McCarthy's Car Bar-retail motor dealer, P. E. Consulting-salary survey, P. G. Wood Products-retail timber, Premier Milling-Blossom margarine, Southern Sun Hotels-Sun City, South African Meat Supply, South African Druggists, S.A. Philips-P.A.B.X., telecommunications, computers, security, lighting, South African Paper & Pulp Industries, Steiner Liner-Towelmaster, The Lounge Suite-retail furniture, Tryco Products-pharmaceutical products, Triangle Furnishers-retail furniture, United Tobacco Co.-B&B pipe tobacco, Union Acceptances-Registered Merchant Bank, Wood & Hyde-confectionery and clocks, W&A Investment Corp., W. E. Woods-cough mixture-Woods Great Peppermint Cure. Account lost: Fidelity Guards.

IMAA/R. Harwood Advertising, Johannesburg, reports gross income of \$294,360 on billings of \$1,770,396 for 1979, compared with gross income of \$221,638 on billings of \$1,577,029 for 1978. (In local currency, gross income was R 247,050 on billings of R 1,485,855 in 1979, compared with gross income of R 186,016 on billings of R

1,323,566 in 1978.) Media breakdown: Newspapers 44%; magazines 25%; supplements 3%; radio 1%; tv 8%; outdoor 1%; business press 6%; farm press 3.5%; point of sale .5%; cinema 1%. Employees: 20. Accounts gained: Richleigh shoes, Fruitree, African Products Ltd., Middleburg Steel & Alloys, Newray Distributors, Colin Katz & Associates. Account lost: Columbus Industrial.

IMA (Pty) Ltd., Cape Town, reports gross income of \$2,775,008 on billings of \$17,563,347 for 1979, compared with gross income of \$1,888,686 on billings of \$13,490,257 for 1978. (In local currency, gross income was R 2,329,004 on billings of R 14,740,531 in 1979, compared with gross income of R 1,585,133 on billings of R 11,322,079 in 1978.) Media breakdown: Print 57.8%; radio 17.3%; tv 2.6%; outdoor 15.1%; point of sale 2.9%; cinema 4.3%. Employees: 80. Accounts gained: Peter Stuyvesant Ultra Mild cigarettes, Boguslavsky Vodka, Agriplas, Metal Closures Group.

Kenyon & Eckhardt, Johannesburg, reports gross income of \$1,334,480 on billings of \$8,102,200 for 1979. (In local currency, gross income was R 1,120,000 on billings of R 6,800,000 in 1979. No 1978 figures available, since agency opened in 1979. Employees: 57. Account gained: British Airways.

Lindsay Smithers-FCB Holdings, Sandton, reports gross income of \$4,111,000 on billings of \$25,293,000 for 1979, compared with gross income of \$3,323,000 on billings of \$22,166,000 for 1978. (In local currency, gross income was R 3,450,000 on billings of R 21,228,000 in 1979, compared with gross income of R 2,789,000 on billings of R 18,603,000 in 1978.) Media breakdown: Newspapers 36%; magazines 23%; radio 8%; tv 21%; outdoor 2%; business press 3%; farm press 3%; point of sale 1%; cinema 3%. Employees: 167. Accounts gained: Federated Foods, Wrigley's, Selected Products, Kent toothbrushes, Murray & Stewart, Grindrod, United Artists, Metlife, Naschem, Demag, Captour. Accounts lost: Barclays Western Bank, Tiger Oats.

Lintas (South Africa), Johannesburg, reports gross income of \$3,994,000 on billings of \$24,550,000 for 1979, compared with gross income of \$3,401,000 on billings of \$19,510,000 for 1978. (In local currency, gross income was R 3,352,000 on billings of R 20,604,000 in 1979, compared with gross income of R 2,855,000 on billings of R 16,374,000 in 1978.) Media breakdown: Newspapers 30%; radio 25%; tv 31%; outdoor 11%; cinema 3%. Employees: 117. Accounts gained: Kentucky Fried Chicken, Robertsons Insecticides, Capital Radio, Nampak, a number of development accounts. Account lost: Natal Building Society.

McCann-Erickson South Africa, Johannesburg, reports gross income of \$4,119,000 on billings of \$27,474,000 for 1979, compared with gross income of \$3,304,000 on billings of \$22,038,000 for 1978. (In local currency, gross income was R 3,457,000 on billings of R 23,058,000 in 1979, compared with gross income of R 2,773,000 on billings of R 18,496,000 in 1978.) Employees: 151. Accounts gained: American Swiss Jewelers, Lancome cosmetics and perfume, New assignments: Carreras Rothman-Rembrand Group (Dunhill Mild cigarettes), Unilever/Van den Bergh (Outline margarine). Account lost: Kentucky Fried Chicken.

Partnership in Advertising &

Marketing, Johannesburg, reports gross income of \$101,593 on billings of \$7,296,011 for 1979, compared with gross income of \$89,827 on billings of \$4,968,476 for 1978. (In local currency, gross income was R 85,265 on billings of R 6,123,383 in 1979, compared with gross income of R 75,390 on billings of R 4,169,934 in 1978.) Media breakdown: Newspapers 30%; magazines 17.58%; radio 13.6%; tv 26.42%; outdoor 3.33%; cinema 9.06%. Employees: 29. Accounts gained: Intergold, Beecham toiletries, South African Breweries.

J. Walter Thompson Co., Johannesburg, reports gross income of \$4,846,170 on billings of \$28,807,973 for 1979, compared with gross income of \$4,582,763 on billings of \$27,093,662 for 1978. (In local currency, gross income was R 4,067,285 on billings of R 24,177,905 in 1979, compared with gross income of \$3,846,213 on billings of R 22,739,121 in 1978.) Media breakdown: Newspapers and magazines 45%; radio 20%; tv 25%; outdoor 7%; cinema 3%. Employees: 157. Accounts gained: Guild Jewelers, Southern Life, Tiger Oats. Accounts lost: Bradlows, Epic, Spar, UTC.

Van Zijl & Schultze, Lund & Tre-doux, Johannesburg, reports gross income of \$4,743,000 on billings of \$30,476,000 for 1979, compared with gross income of \$4,349,000 on billings of \$28,161,102 for 1978. (In local currency, gross income was R 3,981,000 on billings of R 25,578,000 in 1979, compared with gross income of R 3,650,000 on billings of R 23,635,000 in 1978.) Media breakdown: Newspapers and magazines 33%; radio 15%; tv 31%; outdoor 6%; business press 2%; cinema 2%; production 11%. Employees: 175. Accounts gained: S.A. Breweries-Kronenbrau 1308 & Gold, Lever Bros.-new project, Elida-Gibbs-Impulse Liquid silk, Lipton-new coffee project, Prolox paints (DeLux Wash 'n Wear, Rockgrip Permaroc Vinyl), Seagram-new whisky, Vick International-new product, SFW Spirits-Aristocrat Brandy. Accounts lost: Bartech, Lipton Joko tea, Sappi.

SOUTH KOREA

The same 1979 rate of 992.1 dollars to the South Korean won was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 0.005% appreciation of the won against the dollar based on won's 1978 exchange rate of 992.0.

Hee Sung Co., Seoul, reports gross income of \$1,706,964 on billings of \$17,428,118 for 1979, compared with gross income of \$1,064,683 on billings of \$12,429,612 for 1978. (In local currency, gross income was won 812,840,000 on billings of won 8,299 billion in 1979, compared with gross income of won 506,992,000 on billings of won 5,919 billion in 1978.) Gross income and billings figures for '78 are only for period April 1-end of year, since agency opened April 1. Media breakdown: Newspapers 21%; magazines 8%; radio 16%; tv 31%; outdoor 6%; transit advertising 1%; cinema 1%; direct mail and exhibitions 16%. Employees: 92.

Korean First Advertising Co., Seoul, reports gross income of \$8,330,204 on billings of \$36,370,295 for 1979, compared with gross income of \$6,832,088 on billings of \$31,917,366 for 1978. (In local currency, gross income was won 3,967 billion on billings of won 17,319 billion in 1979, compared with gross income of won 3,253 billion on billings of won 15,199 billion in 1978.) Media breakdown: Newspapers 18.7%; magazines 3.9%; radio 18.5%; tv 43.7%; outdoor 1.3%; point of sale

1.1%; cinema .3%; production 12.5%. Employees: 205. Accounts gained: Poong San Metal Co., Seoul Dairy Co., Hanil Food Co., Jo-A Manica, Korea Cham Co., Kum-Kang Shoe Mfg. Co., Ho-Nam Electric Co. Accounts lost: Korea Boiler Co., Namhwa Co., Seoul Food Co.

Oricom, Seoul, reports gross income of \$3,630,391 on billings of \$27,060,012 for 1979, compared with gross income of \$2,470,377 on billings of \$19,935,524 for 1978. (In local currency, gross income was won 1,729 billion on billings of won 12,886 billion in 1979, compared with gross income of won 1,176 billion on billings of won 9,493 billion in 1978.) Agency changed name from Hapdong Advertising May 1, 1979. Media breakdown: Newspapers 21%; magazines 12%; radio 20%; tv 46%; cinema 1%. Employees: 152. Accounts gained: Dow Chemical Korea, Kum Kang Lumber Industrial Co. Accounts lost: Kolon Textile, Seoul Dairy Cooperative.

World Marketing, Seoul, reports gross income of \$189,956 on billings of \$949,783 for 1979. (In local currency, gross income was won 90,455,410 on billings of won 452,277,535 in 1979. Media breakdown: Newspapers 3%; magazines 90%; business press 7%.

SPAIN

The same 1979 rate of 163.09 dollars to the Spanish peseta was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3.4% appreciation of the peseta against the dollar based on peseta's 1978 exchange rate of 164.

Ted Bates Espana, Madrid, reports gross income of \$1,372,000 on billings of \$9,106,000 for 1979, compared with gross income of \$900,000 on billings of \$6,975,000 for 1978. (In local currency, gross income was Ptas 89,594,000 on billings of Ptas 594,780,000 in 1979, compared with gross income of Ptas 58,769,000 on billings of Ptas 455,612,000 in 1978.) Media breakdown: Newspapers 5%; magazines 11%; radio 3%; tv 70%; outdoor 9%; cinema 2%. Employees: 46. Accounts gained: Bosch, Thorn Kenwood, Estee Lauder, Tetra Pack. Account lost: Miele.

Leo Burnett, Madrid, reports gross income of \$1,542,000 on billings of \$10,283,000 for 1979, compared with gross income of \$690,000 on billings of \$4,603,000 for 1978. (In local currency, gross income was Ptas 100,705,000 on billings of Ptas 671,700,000 in 1979, compared with gross income of Ptas 45,082,000 on billings of Ptas 300,697,000 in 1978.) Employees: 35. Accounts gained: Gillette, Citibank, Union Carbide, Tres Pins. Account lost: Mantequeras Arias.

Cid S.A. Publicidad, Barcelona, only reports billings of \$28,321,650 for 1979, compared with billings of \$23,147,208 for 1978. (In local currency, billings were Ptas 1.85 billion in 1979, compared with billings of Ptas 1.51 billion in 1978.) Media breakdown: Newspapers 23%; radio 26%; tv 29%; outdoor 9%; creation and production 7%. Employees: 107.

Compton Espanola, Madrid, reports gross income of \$841,995 on billings of \$5,616,872 for 1979, compared with gross income of \$168,399 on billings of \$1,123,681 for 1978. (In local currency, gross income was Ptas 55,000,000 on billings of Ptas 366,900,000 in 1979, compared with gross income of Ptas 11,000,000 on billings of Ptas 73,400,000 in 1978.) Media breakdown: Newspapers 5%; magazines 15%; radio 15%; tv 33%; outdoor 10%; business press 2%; farm press 5%; point of sale 5%; cinema 10%.

Employees: 24. Accounts gained: Gin M.G., Harlequin, Williams & Humbert (Dry Sack), Bankinter (Bonos & Visa), Pepsi (Mirinda), Arias/Bongrain cheeses, DuPont paints.

Consejeros de Publicidad, Barcelona, only reports billings of \$5,358,150 for 1979, compared with billings of \$5,082,588 for 1978. (In local currency, billings were Ptas 350,000,000 in 1979, compared with billings of Ptas 332,000,000 in 1978.) Media breakdown: Newspapers 18%; magazines 15%; radio 7%; tv 30%; outdoor 10%; business press 1%; point of sale 4.8%; cinema 0.2%; printed matter, marketing research and other 14%. Employees: 27 in Barcelona & Madrid. Accounts gained: Master Charge credit card, and Santonja blankets. Account lost: Pelikan toys.

Danis Benton & Bowles, Barcelona, reports gross income of \$3,292,507 on billings of \$21,950,044 for 1979, compared with gross income of \$2,916,135 on billings of \$19,440,899 for 1978. (In local currency, gross income was Ptas 215,070,170 on billings of Ptas 1,434 billion in 1979, compared with gross income of Ptas 190,485,140 on billings of Ptas 1,267 billion in 1978.) Media breakdown: Newspapers 9%; magazines 9%; radio 3%; tv 48%; outdoor 7%; cinema 0.25%; other advertising 23.75%. Employees: 99. Accounts gained: Seguro De Vide, La Nas Stop, Vileada. Accounts lost: Renfe, Staff.

Delvico/DFS, Madrid, reports gross income of \$1,821,771 on billings of \$12,301,273 for 1979, compared with gross income of \$1,171,138 on billings of \$8,374,023 for 1978. (In local currency, gross income was Ptas 119,000,000 on billings of Ptas 797,000,000 in 1979, compared with gross income of Ptas 76,500,000 on billings of Ptas 547,000,000 in 1978.) Media breakdown: Newspapers 17%; magazines 16%; radio 6%; tv 50%; outdoor 5%; point of sale 5%; cinema 0.5%. Employees: 54. Accounts gained: Madrid office—RCA records, Morgan Bank Seguros la Estrella, Residencial la Cornisa real estate, Xylazel wood protection varnishes, Rok jeans and casual wear, Incine 20th Century-Fox, Pepsi-Cola—Mirinda lemon and orange drinks. Barcelona office—Consa (Agrolimen group) Bang Bang chewing gum and new products, Braun Espanola new products, Zurich Insurance Co., Faessa Kinby (Ferrodo Group) automobile headlights. Account lost: Peugeot 504 cars (conflict with Citroen cars).

Foote, Cone & Belding, Madrid, reports gross income of \$1,470,000 on billings of \$9,805,000 for 1979, compared with gross income of \$998,000 on billings of \$6,657,000 for 1978. (In local currency, gross income was Ptas 96,020,000 on billings of Ptas 640,400,000 in 1979, compared with gross income of Ptas 65,180,000 on billings of Ptas 435,000,000 in 1978.) Media breakdown: Newspapers 3%; magazines 5%; radio 4%; tv 70%; outdoor 3%; research 7%; production 8%. Employees: 34. Accounts gained: Bruguera, Gallina Blanca, British Airways, Viajes Melia, Canelones El Pavo. Account lost: Richardson-Merrell.

Grey Espana, Madrid, reports gross income of \$505,197 on billings of \$4,200,000 for 1979. (In local currency, gross income was Ptas 33,000,000 on billings of Ptas 274,300,000 in 1979. Agency changed name in 1979 from Rasgo Grey to Grey Espana. Media breakdown: Magazines 20%; radio 12%; tv 60%; outdoor 5%; cinema 3%. Employees: 15.

SPAIN

Intermarco-Farner Iberica, part of the Publicis Intermarco-Farner European agency network, Madrid, reports gross income of \$614,000 on billings of \$3,866,000 for 1979, compared with gross income of \$524,000 on billings of \$3,146,000 for 1978. (In local currency, gross income was Ptas 40,107,000 on billings of Ptas 252,490,000 in 1979, compared with gross income of Ptas 34,205,000 on billings of Ptas 205,519,000 in 1978.) Media breakdown: Newspapers 13%; magazines 22%; tv 49%; outdoor 16%. Employees: 21. Accounts gained: Aer Lingus, Banque Nationale de Paris, Salamanca group car dealers, Central de Carnes frozen meat, Saga mink Tektronix electronic equipment.

Lintas SA (Spain), Madrid, reports gross income of \$2,738,000 on billings of \$18,608,000 for 1979, compared with gross income of \$1,949,000 on billings of \$12,366,000 for 1978. (In local currency, gross income was Ptas 178,799,000 on billings of Ptas 1,216 billion in 1979, compared with gross income of Ptas 127,284,000 on billings of Ptas 807,769,000 in 1978.) Media breakdown: Newspapers 4%; magazines 10%; radio 3%; tv 82%; outdoor 1%. Employees: 54. Accounts gained: Remy Martin, CIA Canariense Detabacos, Afin, Cajoline, Domestos, Impulso, Saint Remy, Campbell's. Accounts lost: Pepsi-Cola, V. Media, Pedro Domecq, Frigo, Flora.

Los Tirolenses, Madrid, reports gross income of \$1,370,000 on billings of \$11,632,000 for 1979, compared with gross income of \$1,250,000 on billings of \$10,943,000 for 1978. (In local currency, gross income was Ptas 89,500,000 on billings of Ptas 760,000,000 in 1979, compared with gross income of Ptas 81,700,000 on billings of Ptas 714,840,000 in 1978.) Media breakdown: Newspapers 30.5%; magazines 21.5%; radio 9%; tv 36.2%; outdoor 2.8%. Employees: 32. Account gained: Suapel baby absorbent diapers.

McCann-Erickson (Spain), Madrid, reports gross income of \$2,973,000 on billings of \$19,830,000 for 1979, compared with gross income of \$2,420,000 on billings of \$16,143,000 for 1978. (In local currency, gross income was Ptas 194,182,000 on billings of Ptas 1,395 billion in 1979, compared with gross income of Ptas 158,092,000 on billings of Ptas 1,054 billion in 1978.) Employees: 63. Accounts gained: Cinema International Corp. (movie distributor), Miele household appliances, Reckitt & Colman/Sidol (Destello floor cleaner). New assignments: Gillette Atra/Contour razor, L'Oréal Kerastase hair care products.

MLLB Group, Barcelona, which includes MMLB y Ricardo Perez, Madrid and RCP, Barcelona, only reports billings of \$32,822,496 for 1979, compared with billings of \$21,539,763 for 1978. (In local currency, billings were Ptas 2,144 billion in 1979, compared with billings of Ptas 1,407 billion in 1978.) The agency is remunerated on a fee basis only and does not charge commissions. Employees: 47. Accounts gained: MMLB group, Barcelona—Fabelec household appliances, Ricard, Dana perfumes, Old Chap jeans. MMLB y Ricardo Perez, Madrid—Otsein household appliances, S. Miguel beer, Induyco clothing, Nutriben babyfood, Calvo canned tuna. RCP, Barcelona—Caja A. Barcelona savings bank, Rives gin, Gorila shoes, Dana perfumes, Blevit babyfoods, BCD industrial design, Marlboro jeans, Vida fruit

juices. Accounts lost: MMLB group—Jam furniture stores, De Wald autoradios. MMLB Ricardo Perez—Rok jeans, and C.E. Energia.

Norman, Craig & Kummel Espanola de Publicidad, Madrid, reports gross income of \$2,060,600 on billings of \$16,660,000 for 1979, compared with gross income of \$1,459,790 on billings of \$9,731,931 for 1978. (In local currency, gross income was Ptas 134,600,000 on billings of Ptas 1,084 billion in 1979, compared with gross income of Ptas 95,355,000 on billings of Ptas 635,700,000 in 1978.) Media breakdown: Newspapers 3%; magazines 9%; radio 7%; tv 67%; outdoor 3%; point of sale 10%; cinema 1%. Employees: 44. Accounts gained: Seagram-new assignment, Gallina Blanco-new assignment, Johnson's wax-new assignments, Colgate Palmolive-new assignments, Purolator filters, La Casera soft drink, Beiersdorf-Nivea, Evax Feminine Hygiene products, Cadbury Schweppes-new product. Account lost: J.G. Durand.

Publinsa Kenyon & Eckhardt, Madrid, reports gross income of \$1,630,408 on billings of \$10,869,390 for 1979, compared with gross income of \$2,143,260 on billings of \$14,298,606 for 1978. (In local currency, gross income was Ptas 106,500,000 on billings of Ptas 710,000,000 in 1979, compared with gross income of Ptas 140,000,000 on billings of Ptas 934,000,000 in 1978.) Media breakdown: Newspapers 19%; magazines 35%; radio 8%; tv 17%; outdoor 15%; cinema 6%. Employees: 60. Accounts gained: Ministerio de Sanidad y Seguridad Social, Multicentro, Cruz Roja, Edificadora Espanola, Puerto Principe. Account lost: Texas Instruments.

TBWA, Madrid, reports gross income of \$525,000 on billings of \$3,500,000 for 1979, compared with gross income of \$382,500 on billings of \$2,555,000 for 1978. (In local currency, gross income was Ptas 34,313,000 on billings of Ptas 228,758,000 in 1979, compared with gross income of Ptas 25,000,000 on billings of Ptas 167,000,000 in 1978.) Media breakdown: Newspapers 10%; magazines 20%; radio 20%; tv 30%; outdoor 20%. Employees: 15. Accounts gained: Floucaril, Samsonite.

J. Walter Thompson Co., Madrid, reports gross income of \$4,535,913 on billings of \$30,254,540 for 1979, compared with gross income of \$3,778,041 on billings of \$25,186,945 for 1978. (In local currency, gross income was Ptas 296,290,617 on billings of Ptas 1,976 billion in 1979, compared with gross income of Ptas 246,785,665 on billings of Ptas 1,645 billion in 1978.) Media breakdown: Newspapers 8.5%; magazines 12.9%; radio 6.7%; tv 61.8%; cinema 1%. Employees: 101. Accounts gained: Cosméticos Internacionales (Substantia—Warner-Lambert, Schick Pivot and a new product), Margaret Astor, Pepsi-Cola, Elida Gibbs (Mentadent C and a new product).

Tiempo/BBDO, Barcelona/Madrid, reports gross income of \$2,340,000 on billings of \$15,600,000 for 1979, compared with gross income of \$1,486,963 on billings of \$8,677,141 for 1978. (In local currency, gross income was Ptas 153,000,000 on billings of Ptas 1.02 billion in 1979, compared with gross income of Ptas 97,130,000 on billings of Ptas 566,800,000 in 1978.) Media breakdown: Newspapers 9%; radio 6%; tv 58%; outdoor 13%; point of sale 3%; cinema 2%. Employees: 51. Accounts gained: Seat (Fiat), Danone, Belter, Itaca,

Agfa-Gevaert, Ediciones Orgaz, Caja de Pensiones. Accounts lost: Pikolin, Panrico.

Unitos, Barcelona, part of the Univas network, reports gross income of \$3,600,000 on billings of \$27,000,000 for 1979, compared with gross income of \$2,296,000 on billings of \$19,136,000 for 1978. (In local currency, gross income was Ptas 240,000,000 on billings of Ptas 1.8 billion in 1979, compared with gross income of Ptas 150,000,000 on billings of Ptas 1.25 billion in 1978.) Media breakdown: Newspapers 4%; magazines 14%; radio 3%; tv 62%; outdoor 2%; point of sale 14%; cinema 1%. Employees: 73. Accounts gained: Citroen, Reynolds, Cross, S.T.P., Balay, Berlitz, Texas Instruments, Uniroyal, Lego, T'elikan, Emi-Odeon, Agfa, Cosmos. Account lost: Domecq.

Univas Iberica, Barcelona, part of the Univas network, reports gross income of \$711,868 on billings of \$4,756,246 for 1979, compared with gross income of \$528,160 on billings of \$2,908,710 for 1978. (In local currency, gross income was Ptas 46,500,000 on billings of Ptas 310,683,000 in 1979, compared with gross income of Ptas 34,500,000 on billings of Ptas 190,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 6%; radio 1%; tv 84%; outdoor 4%. Employees: 17. Accounts gained: political party, Piz-Buin suntan oil.

VP, Servicios Plenos de Publicidad, Madrid, reports gross income of \$1,841,301 on billings of \$11,910,241 for 1979, compared with gross income of \$1,304,846 on billings of \$8,432,732 for 1978. (In local currency, gross income was Ptas 120,275,711 on billings of Ptas 777,989,515 in 1979, compared with gross income of Ptas 85,233,917 on billings of Ptas 550,834,961 in 1978.) Media breakdown: Magazines 65.27%; radio 2.76%; tv 17.41%; outdoor 5.32%; cinema 1.19%; other 8.05%. Employees: 57. Accounts gained: Ministerio de Sanidad, Paya Hermanos, Editorial Aguilar, Damel, Compania de Turismo de Puerto Rico.

Young & Rubicam Espana, Madrid, reports gross income of \$2,584,000 on billings of \$17,235,000 for 1979, compared with gross income of \$2,358,000 on billings of \$15,728,000 for 1978. (In local currency, gross income was Ptas 168,806,000 on billings of Ptas 1.126 billion in 1979, compared with gross income of Ptas 154,000,000 on billings of Ptas 1.027 billion in 1978.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 5%; magazines 6%; radio 6%; tv 59%; outdoor 8%; production 15%; cinema 1%. Employees: 60. Accounts gained: Tabacalera, Saez Merino, Caja de Ahorros De Valencia, Burger Bravos Bidasoa, General Foods Plastex, Marie Brizard, Stanhome de Espana Vestidal, Fine Art Fund, Yves Rocher Circulo De Lectores.

SWEDEN

The same 1979 rate of 236 dollars to the Swedish krona was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4.4% appreciation of the krona against the dollar based on krona's 1978 exchange rate of .226.

Ted Bates, Stockholm, reports gross income of \$6,986,000 on billings of \$24,780,000 for 1979, compared with gross income of \$5,829,000 on billings of \$21,983,000 for 1978. (In local currency, gross income was Skr 29,600,000 on billings of Skr 105,000,000 in 1979, compared with gross income of Skr 24,700,000 on billings of Skr 93,150,000 in 1978.)

Media breakdown: Press 90%; outdoor 5%; cinema 5%. Employees: 136 in three offices. Accounts gained: Bing & Groendahl, Forshaga (partly), Interflora, Perstorp Konsument, Seiko, Uddeholm (partly), Vendax, Vastkuststugan. Account lost: Pilkington.

Blomquistbyraerna, Stockholm, reports gross income of \$2,242,000 on billings of \$15,256,450 for 1979. (In local currency, gross income was Skr 9,500,000 on billings of Skr 64,646,000 in 1979.) Employees: 49.

Dahlbaeck & Berglund, Stockholm, member of the EMAD group, reports gross income of \$753,076 on billings of \$2,426,000 for 1979, compared with gross income of \$715,080 on billings of \$2,237,988 for 1978. (In local currency, gross income was Skr 3,191,000 on billings of Skr 10,279,000 in 1979, compared with gross income of Skr 3,030,000 on billings of Skr 9,483,000 in 1978.) Media breakdown: Newspapers 20%; magazines 20%; outdoor 3%; business press 30%; point of sale 17%; other 10%. Employees: 17. Accounts gained: Setra buses, Leuchtturm, Philatelic services. Account lost: Gulf Oil, Sweden (industrial oils).

DFS Pihlstrom (formerly Schoenkopf & Westrell), Stockholm, part of the DFS International network, reports gross income of \$2,263,000 on billings of \$10,344,000 for 1979, compared with gross income of \$2,169,548 on billings of \$10,373,000 for 1978. (In local currency, gross income was Skr 9,591,000 on billings of Skr 43,833,000 in 1979, compared with gross income of Skr 9,193,000 on billings of Skr 43,955,000 in 1978.) Media breakdown: Newspapers 55%; magazines 20%; outdoor 5%; business press 10%; point of sale 8%; cinema 5%; direct mail 17%. Employees: 21. Accounts gained: Asea-Skandia, Avis, Gatorade, Typografen, Digital, Faxse, Jusek. Account lost: Citroen.

D'Arcy-MacManus & Masius, Stockholm, reports gross income of \$1,969,000 on billings of \$18,405,000 for 1979, compared with gross income of \$1,685,000 on billings of \$16,554,000 for 1978. (In local currency, gross income was Skr 8,341,000 on billings of Skr 77,986,000 in 1979, compared with gross income of Skr 7,138,000 on billings of Skr 70,143,000 in 1978.) Media breakdown: Newspapers 51%; magazines 30%; outdoor 6%; business press 8%; cinema 2%; foreign press 3%. Employees: 43. Accounts gained: Esselte Studium, Eurocard AB, Klippans Finpappersbruk, Sandvik AB.

AB Ervaco, Stockholm, reports gross income of \$4,470,000 on billings of \$29,830,000 for 1979, compared with gross income of \$4,345,000 on billings of \$28,980,000 for 1978. (In local currency, gross income was Skr 18,945,000 on billings of Skr 126,300,000 in 1979, compared with gross income of Skr 18,415,000 on billings of Skr 122,800,000 in 1978.) Employees: 98.

FCB & Partners, Stockholm, reports gross income of \$1,209,000 on billings of \$8,061,000 for 1979, compared with gross income of \$949,000 on billings of \$6,328,000 for 1978. (In local currency, gross income was Skr 5,121,000 on billings of Skr 34,157,000 in 1979, compared with gross income of Skr 4,020,000 on billings of Skr 26,816,000 in 1978.) Media breakdown: Newspapers 32%; magazines 56%; outdoor 8%; business press 2%. Employees: 20. Accounts gained: British Airways, Pen-

ninglotteriet - state lottery, SJ Resebyra - travel agency, Kopkört/Master Charge, Karolinska Sjukhuset-hospital, SLR (Pullfor, chicken food), Lundqvists Inredning-interior fittings. Account lost: Ampex - tape cassettes.

AB Gothus Annonbyra, Göteborg, reports gross income of \$486,160 on billings of \$1,513,400 for 1979, compared with gross income of \$464,448 on billings of \$1,982,400 for 1978. (In local currency, gross income was Skr 2,060,000 on billings of Skr 10,650,000 in 1979, compared with gross income of Skr 1,968,000 on billings of Skr 8,400,000 in 1978.) Employees: 18. Accounts gained: Hotel Europa, Gothenburg, Hotel Malmen, Stockholm, Beiersdorf AB, Kungsbacka.

HLR/BBDO, Stockholm, reports gross income of \$2,714,000 on billings of \$18,148,000 for 1979, compared with gross income of \$2,030,000 on billings of \$13,475,600 for 1978. (In local currency, gross income was Skr 11,500,000 on billings of Skr 76,900,000 in 1979, compared with gross income of Skr 8,600,000 on billings of Skr 57,100,000 in 1978.) Employees: 44. Accounts gained: Albin Marin AB-leisure boats, Bra Boecker - the big book club, Citroen cars AB, Gulf Oil AB - petrol, diesel oil, heating, lubrication.

IMAA/AB Olof Isacson Annonbyra, Stockholm, only reports billings of \$4,248,000 for 1979, compared with billings of \$3,658,000 for 1978. (In local currency, billings were Skr 18,000,000 in 1979, compared with billings of Skr 15,500,000 in 1978.) Media breakdown: Newspapers 85%; magazines 2%; outdoor 1%; business press 11%; point of sale 1%. Employees: 22.

Inter-Media AB, Stockholm, only reports billings of \$106,423,752 for 1979, compared with billings of \$93,897,320 for 1978. (In local currency, billings were Skr 450,948,106 in 1979, compared with billings of Skr 397,870,465 in 1978.) Media breakdown: Newspapers 62%; magazines 14%; outdoor 6%; business press 18%. Employees: 60.

AB Lintas Annonbyra, Stockholm, reports gross income of \$2,816,000 on billings of \$22,133,000 for 1979, compared with gross income of \$2,618,000 on billings of \$19,835,000 for 1978. (In local currency, gross income was Skr 11,933,000 on billings of Skr 93,786,000 in 1979, compared with gross income of Skr 11,093,000 on billings of Skr 84,048,000 in 1978.) Media breakdown: Newspapers 46%; magazines 50%; outdoor 2%; cinema 2%. Employees: 55. Accounts gained: Philips, Abab, Canon, Energy Information Program.

McCann-Erickson, Stockholm, reports gross income of \$1,879,000 on billings of \$12,533,000 for 1979, compared with gross income of \$1,460,000 on billings of \$9,739,000 for 1978. (In local currency, gross income was Skr 7,962,000 on billings of Skr 53,107,000 in 1979, compared with gross income of Skr 6,187,000 on billings of Skr 41,267,000 in 1978.) Employees: 38. Accounts gained: Miele household appliances, Penninglotteriet-government lottery, Viking Line-ferry. New assignments: Coca-Cola (Sprite), Swedish Tobacco-blend cigarettes. Account lost: Malmö Strumpfabrik-panty hose.

Nordstrom-Grey, Stockholm, reports gross income of \$4,917,000 on billings of \$35,122,000 for 1979, compared with gross income of

SWEDEN

\$3,669,000 on billings of \$26,826,000 for 1978. (In local currency, gross income was Skr20,835,000 on billings of Skr148,824,000 in 1979, compared with gross income of Skr15,545,000 on billings of Skr113,670,000 in 1978.) Media breakdown: Newspaper 73%; magazines 13%; outdoor 4%; cinema 6%; other 4%. Employees: 81. Accounts gained: Johnson steel, Svenska Tobaks, Boliden Intestradio, Tuff-Kote.

Norman, Craig & Kummel, Stockholm, reports gross income of \$1,421,000 on billings of \$9,479,000 for 1979, compared with gross income of \$1,918,680 on billings of \$12,791,200 for 1978. (In local currency, gross income was Skr6,022,000 on billings of Skr40,167,000 in 1979, compared with gross income of Skr8,130,000 on billings of Skr54,200,000 in 1978.) The Malmö office closed in 1979. Media breakdown: Newspapers 62%; magazines 22%; outdoor 8%; business press 4%; transit advertising 3%; farm press 1%. Employees: 25. Accounts gained: Ampex tape, Astra pharmaceutical products, Cadbury Slotts-chili sauce, Finlayson Plastdivision-plastic & textile fiber products, International House paint, Nordstjernan ferry line, Philip Morris L&M cigarettes, Vick Scandinavia-Clearasil shampoo & skin care. Account lost: Seagram.

Ogilvy & Mather, Stockholm, reports gross income of \$6,652,132 on billings of \$53,438,896 for 1979, compared with gross income of \$7,071,268 on billings of \$55,847,176 for 1978. (In local currency, gross income was Skr28,187,000 on billings of Skr226,436,000 in 1979, compared with gross income of Skr29,963,000 on billings of Skr228,166,000 in 1978.) The end of last year the agency known as AB Svenska Telegrambyran merged with O&M. Employees: 171 in five offices. Accounts gained: Toro snowblowers, lawnmowers, Giltblads department store, Facit office furniture. Accounts lost: Philips Audio, Wrangler jeans, British Airways.

Operativ Reklam, Stockholm, reports gross income of \$1,888,000 on billings of \$6,445,000 for 1979, compared with gross income of \$1,416,000 on billings of \$5,168,000 for 1978. (In local currency, gross income was Skr8,000,000 on billings of Skr27,310,000 in 1979, compared with gross income of Skr6,000,000 on billings of Skr21,900,000 in 1978.) Media breakdown: Newspapers 90%; magazines 5%; outdoor 5%. Employees: 20. Accounts gained: Aktiefraemjandet, Cherry companies, American Hospital Supply, Sweden, Metos catering equipment, Dry Sack sherry. Account lost: Svebink.

Perception Information, Stockholm, reports gross income of \$1,793,600 on billings of \$6,321,173 for 1979, compared with gross income of \$1,559,252 on billings of \$5,528,746 for 1978. (In local currency, gross income was Skr7,600,000 on billings of Skr26,784,630 in 1979, compared with gross income of Skr6,607,000 on billings of Skr23,426,890 in 1978.) Media breakdown: Newspapers 45%; magazines 20%; outdoor 10%; business press 1%; point of sale 15%; cinema 5%; farm press 1%. Employees: 20. Accounts gained: Toshiba, Sprakresor, Frionor, World Vision. Account lost: Hallbergs Guldsmeds AB.

Sedell Reklam, Orebro, reports gross income of \$270,555 on billings of \$626,750 for 1979, compared

with gross income of \$277,415 on billings of \$665,888 for 1978. (In local currency, gross income was Skr1,146,418 on billings of Skr2,655,721 in 1979, compared with gross income of Skr1,175,488 on billings of Skr2,821,558 in 1978.) Media breakdown: Newspapers 25%; business press 75%. Employees: 6.

Springfeldt Annonbyra, Vasteras, reports gross income of \$779,000 on billings of \$16,069,000 for 1979, compared with gross income of \$1,262,600 on billings of \$17,960,000 for 1978. (In local currency, gross income was Skr3,300,000 on billings of Skr68,090,000 in 1979, compared with gross income of Skr5,350,000 on billings of Skr76,100,000 in 1978.) Media breakdown: Newspapers 80%; magazines 13%; supplements 1%; business press 3%; farm press 1%; other 2%.

Annonbyran Svea, Stockholm, reports gross income of \$3,544,280 on billings of \$57,011,700 for 1979, compared with gross income of \$5,961,832 on billings of \$48,934,128 for 1978. (In local currency, gross income was Skr27,730,000 on billings of Skr241,575,000 in 1979, compared with gross income of Skr25,262,000 on billings of Skr207,358,000 in 1978.) Media breakdown: Newspapers 61%; magazines 3%; supplements 1%; outdoor 2%; business press 2%; point of sale 31%. Employees: 150.

Svenska Intermarco-Farner, part of the Publicis Intermarco-Farner European agency network, Stockholm, reports gross income of \$2,111,000 on billings of \$14,082,000 for 1979, compared with gross income of \$1,974,000 on billings of \$13,169,000 for 1978. (In local currency, gross income was Skr8,946,000 on billings of Skr59,670,000 in 1979, compared with gross income of Skr8,366,000 on billings of Skr55,891,000 in 1978.) Media breakdown: Newspapers 57%; magazines 20%; outdoor 3%; business press 20%. Employees: 36. Accounts gained: Estee Lauder cosmetics, Philips microwave ovens/lighting, Strangbetong construction. Account lost: IDO sanitary porcelain.

J. Walter Thompson Co., Stockholm, reports gross income of \$1,027,000 on billings of \$6,850,000 for 1979, compared with gross income of \$881,000 on billings of \$5,871,000 for 1978. (In local currency, gross income was Skr4,352,000 on billings of Skr29,027,000 in 1979, compared with gross income of Skr3,735,000 on billings of Skr24,878,000 in 1978.) Media breakdown: Newspapers 52%; magazines 35%; outdoor 6%; business press 5%; cinema 2%. Employees: 22. Accounts gained: Granges Aluminium/Skultunafolie, PolarCo. Foods, Rolex, Sparframjandet/Sparbanken (Swedish Savings Bank). Accounts lost: Champion S.A., MoDo Konsumentprodukter AB.

Young & Rubicam, Stockholm, reports gross income of \$4,771,000 on billings of \$31,823,000 for 1979, compared with gross income of \$4,037,000 on billings of \$26,927,000 for 1978. (In local currency, gross income was Skr20,215,000 on billings of Skr134,843,590 in 1979, compared with gross income of Skr17,105,000 on billings of Skr114,097,770 in 1978.) Y&R does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 64%; magazines 12%; outdoor 10%; business press 5%; cinema 9%. Employees: 88. Accounts gained: Easo Motor Hotel, Organon, Tour et Andersson, Yamaha. Account lost: Moulinex.

SWITZERLAND

The same 1979 rate of 666 dollars to the Swiss franc was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 7% appreciation of the S franc against the dollar based on S franc's 1978 exchange rate of 568.

Advico AG, Werbeagentur BSR, Gockhausen/Zurich, affiliated with the DFS International network, reports gross income of \$4,021,096 on billings of \$26,820,711 for 1979, compared with gross income of \$3,629,045 on billings of \$24,205,730 for 1978. (In local currency, gross income was SF 6,613,645 on billings of SF 44,113,012 in 1979, compared with gross income of SF 5,968,824 on billings of SF 39,812,056 in 1978.) Media breakdown: Newspapers 22%; magazines 25%; tv 8½%; outdoor 6%; business press 6%; point of sale 2½%; direct mail, printed matter, pr. production 30%. Employees: 62. Accounts gained: Gauloises cigarettes, Cardinal beers—Rheingold and Special, Sawaco underwear, Hoppe door and window fittings. Accounts lost: Grundig tv, radio and phone.

Bureau d'Etudes Publicitaires, Lausanne, part of Publicis-Intermarco-Farner European agency network, reports gross income of \$1,405,000 on billings of \$9,667,000 for 1979, compared with gross income of \$1,332,000 on billings of \$9,181,000 for 1978. (In local currency, gross income was SF 2,310,000 on billings of SF 15,900,000 in 1979, compared with gross income of SF 2,190,000 on billings of SF 15,100,000 in 1978.) Media breakdown: Newspapers 21%; magazines 33%; tv 37%; outdoor 3%; point of sale 3%; cinema 3%. Employees: 20. Accounts gained: Assn. Suisse des Banquiers, Chantre-Lu biscuits, Libby's, Nestle-Ambassador, Oehninger Sandeman port and sherry, Sodip-Jean d'Ave beauty products. Accounts lost: Arcor—Krug champagne and Remy Martin cognac.

BTR, Kenyon & Eckhardt, Geneva, only reports 1979 billings of \$912,000, SF 1,500,000, since the agency joined K&E International in June, 1979. Accounts gained: E.F. Hutton, Europe, Bulgari jewelry.

CSWH Univas, Bienne/Geneva/Zurich, reports gross income of \$2,024,000 on billings of \$13,500,000 for 1979, compared with gross income of \$1,794,200 on billings of \$11,967,200 for 1978. (In local currency, gross income was SF 3,329,000 on billings of SF 22,204,000 in 1979, compared with gross income of SF 2,951,000 on billings of SF 19,683,000 in 1978.) Media breakdown: Newspapers 33%; magazines 20%; tv 26%; outdoor 6%; business press 2%; point of sale 6%; cinema 2%; direct mail 5%. Employees: 43. Accounts gained: Volksbank, Suchardises, Schulthess, Distributa, Bossard, Nibuna. Accounts lost: Adima, Club Mediterranee.

D'Arcy-MacManus & Masius, Zurich, reports gross income of \$1,674,000 on billings of \$10,687,000 for 1979, compared with gross income of \$1,556,000 on billings of \$9,836,000 for 1978. (In local currency, gross income was SF 2,753,000 on billings of SF 17,578,000 in 1979, compared with gross income of SF 2,560,000 on billings of SF 16,260,000 in 1978.) Media breakdown: Newspapers 5%; magazines 12%; tv 60%; business press 1%; point of sale 7%; promotion 15%. Employees: 22. Accounts gained: C-Box Ag, Topas.

Doyle Dane Bernbach A.G., Zurich, reports gross income of

\$1,177,088 on billings of \$6,651,520 for 1979, compared with gross income of \$915,648 on billings of \$6,180,320 for 1978. (In local currency, gross income was SF 1,936,000 on billings of SF 10,940,000 in 1979, compared with gross income of SF 1,506,000 on billings of SF 10,165,000 in 1978.) Media breakdown: Newspapers 17%; magazines 12%; tv 20%; business press 2%; art 45%; print 4%. Employees: 14. Accounts gained: Rivella, Schwarzkopf, Steinfels. Accounts lost: Distillerie A. Weber, Johnson & Johnson, Hakle.

Edelta SA, Geneva, reports gross income of \$1,337,600 on billings of \$8,147,200 for 1979, compared with gross income of \$927,489 on billings of \$6,806,779 for 1978. (In local currency, gross income was SF 2,200,000 on billings of SF 13,400,000 in 1979, compared with gross income of SF 1,599,488 on billings of SF 11,195,360 in 1978.) Media breakdown: Newspapers 30%; magazines 22%; outdoor 6%; business press 2%; point of sale 11%; cinema 1%; exhibits/direct mail/promotion 28%. Employees: 30. Accounts gained: BAT-Marylong Extra cigarettes, Verbatim SA - EDP software, Vargarda SA - sanitary fittings.

Euro-Advertising EA Werbung, Zurich, reports gross income of \$779,620 on billings of \$5,200,000 for 1979, compared with gross income of \$705,882 on billings of \$3,058,823 for 1978. (In local currency, gross income was SF 1,282,241 on billings of SF 8,552,440 in 1979, compared with gross income of SF 1,160,964 on billings of SF 5,030,846 in 1978.)

Dr. Rudolf Farner Werbeagentur, Zurich, reports gross income of \$4,378,000 on billings of \$29,184,000 for 1979, compared with gross income of \$4,122,000 on billings of \$27,482,000 for 1978. (In local currency, gross income was SF 7,200,000 on billings of SF 48,000,000 in 1979, compared with gross income of SF 6,780,000 on billings of SF 45,200,000 in 1978.) Media breakdown: Newspapers 36%; magazines 30%; tv 20%; outdoor 8%; business press 1%; point of sale 4%; cinema 1%. Employees: 65. Accounts gained: Marklin model trains, Philip Morris Muratti cigarettes, Swiss Assn. of Private Insurance Cos., Vita life insurance. Accounts lost: Altstadt insurance, Gillette Activ shampoo, Paper Mate.

Fedier's Werbeagentur BSR, Zurich, reports gross income of \$246,818 for 1979, compared with gross income of \$236,086 for 1978. (In local currency, gross income was SF 405,950 in 1979, compared with gross income of SF 388,300 in 1978.) Media breakdown: Newspapers 29%; magazines 5%; outdoor 6%; business press 10%; transit advertising 8%; point of sale 21%; pr 15%. Employees: 6.

Fuhrer & Partner, Zurich, reports gross income of \$729,600 on billings of \$5,776,000 for 1979, compared with gross income of \$608,000 on billings of \$4,092,000 for 1978. (In local currency, gross income was SF 1,200,000 on billings of SF 9,500,000 in 1979, compared with gross income of SF 1,000,000 on billings of SF 6,730,000 in 1978.) Media breakdown: Newspapers 12%; magazines 15%; tv 37%; outdoor 9%; business press 3%; point of sale 9%; service research 15%. Employees: 14. Accounts gained: Seiko Time SA, ADIA Interim, Bischoff AG textiles, Chocolat Perrier. Accounts lost: H. Huber & Cie whisky & wines, Ouboter Reisen.

GGK Basel Werbeagentur, Ba-

sel, Zurich, reports gross income of \$3,964,000 on billings of \$26,448,000 for 1979, compared with gross income of \$3,420,000 on billings of \$22,800,000 for 1978. (In local currency, gross income was SF 6,520,000 on billings of SF 43,500,000 in 1979, compared with gross income of SF 5,625,000 on billings of SF 37,500,000 in 1978.) Media breakdown: Newspapers 41%; magazines 25%; supplements 1%; tv 5%; outdoor 9%; business press 6%; point of sale 8%; cinema 2%; sales promotion 3%. Employees: 72. Accounts gained: Fischer Spielzeug, Eminence underwear, Gruen 80-garden display, Kaeseunion cheese, IWC watches, Luzerner Neueste Nachrichten, Salomon sports articles, Sony entertainment electronics, Zumtobel lighting. Accounts lost: Moebel Pfister, Forbo, GZB Bank, Isola.

Gisler & Gisler, Zurich, part of BBDO/International, reports gross income of \$4,608,032 on billings of \$30,327,520 for 1979, compared with gross income of \$4,044,416 on billings of \$28,056,974 for 1978. (In local currency, gross income was SF 7,379,000 on billings of SF 49,881,000 in 1979, compared with gross income of SF 6,652,000 on billings of SF 46,146,340 in 1978.) Media breakdown: Newspapers 18%; magazines 30%; supplements 12%; tv 14%; outdoor 4%; business press 2%; point of sale 14%; direct mail 4%; cinema 2%. Employees: 67. Accounts gained: ARAG Allgemeine Rechtsschutzversicherung-passegger and freight traffic, AWI Aussenwerbung Klett & Co. - outdoor advertising, Embassy of France - pr. Getränke-Vertriebs AG - nonalcoholic beer Ex, Gillette (Schweiz) AG - writing instruments-Activ Shampoo-Cricket Lighters, Oesterreichische Sanitarvereinigung - promotion bathroom - Austria, Ostara Fliesen GmbH & Co.-tiles, Sanitar-Union GmbH & Co. KG-sanitary fixture wholesaler - Germany, Schweiz, Hypotheken-und Handelsbank - banking, SSIH Management Services SA, OMEGA Division - Omega watches - worldwide, Theater AG, Zurich - city election for development of the Opera house, Uhren-Handelsgesellschaft Deutschland - Omega watches - Germany, Wander AG - Ovomaltine-Contour-Herbalpina. Accounts lost: Administrativstelle Bankenclearing, Bank Hapoalim, Heuer-Leonidas watches, Solis Apparatefabrik.

IMAA/Baenziger & Wachter, Zurich, reports gross income of \$364,800 on billings of \$1,520,000 for 1979, compared with gross income of \$364,800 on billings of \$1,520,000 for 1978. (In local currency, gross income was SF 600,000 on billings of SF 2,500,000 in 1979, compared with gross income of SF 600,000 on billings of SF 2,500,000 in 1978.) Media breakdown: Newspapers 53%; magazines 12%; tv 5%; outdoor 2%; business press 22%; point of sale 1%; direct mail 5%. Employees: 8.

Kloeti Werbeagentur, Zurich, reports gross income of \$2,023,424 on billings of \$13,497,600 for 1979, compared with gross income of \$1,824,000 on billings of \$12,190,400 for 1978. (In local currency, gross income was SF 3,328,000 on billings of SF 22,200,000 in 1979, compared with gross income of SF 3,000,000 on billings of SF 20,050,000 in 1978.)

Lintas AG (Switzerland), Zurich, reports gross income of \$2,926,000 on billings of \$19,511,000 for 1979, compared with gross income of \$2,970,000 on billings of \$19,809,000 for 1978. (In local currency, gross income was

SWITZERLAND

32,091,000 in 1979, compared with gross income of SF 4,886,000 on billings of SF 32,581,000 in 1978. Media breakdown: Newspapers 6.5%; magazines 31.4%; radio 1.3%; tv 55%; outdoor 3%; point of sale .5%; cinema 2.3%. Employees: 43. Accounts gained: Roessli cigars, Pelikan pens, Dorina mayonnaise, Sanitos cleaner. Accounts lost: Kent cigarettes (Burrus), Leco Choco drink (Sibral).

McCann-Erickson Europe, Zurich, reports gross income of \$3,250,000 on billings of \$21,677,000 for 1979, compared with gross income of \$3,030,000 on billings of \$20,208,000 for 1978. (In local currency, gross income was SF 5,346,000 on billings of SF 35,658,000 in 1979 compared with gross income of SF 4,983,000 on billings of SF 33,237,000 in 1978.) Employees: 52. Accounts gained: Alcoa forged aluminum wheels, Gillette (blades, foam, writing instruments), Jaeger-LeCoultre watches and clocks, Max Reby fashion furs, Miele household appliances, Pharmaton (Geriatric), Trinidad & Tobago Tourist Board. Account lost: Scriptomatic addressing equipment.

T.C. Mettler, Zurich, reports gross income of \$346,560 on billings of \$2,048,960 for 1979, compared with gross income of \$273,600 on billings of \$1,793,600 for 1978. (In local currency, gross income was SF 570,000 on billings of SF 3,370,000 in 1979, compared with gross income of SF 450,000 on billings of SF 2,950,000 in 1978.) Media breakdown: Newspapers 65%; magazines 15%; tv 10%; outdoor 5%; point of sale advertising 5%. Employees: 8. Accounts gained: Acquamondo S.A. - Chris-Craft cruisers & sportsboats. Exhibition design for Robert Bosch, Control Data, Agfa-Gevaert, Wander AG.

Norman, Craig & Kummel, Zurich, reports gross income of \$1,081,600 on billings of \$7,214,000 for 1979, compared with gross income of \$1,246,400 on billings of \$8,299,200 for 1978. (In local currency, gross income was SF 1,779,000 on billings of SF 11,866,000 in 1979, compared with gross income of SF 2,050,000 on billings of SF 13,650,000 in 1978.) Media breakdown: Newspapers 6%; magazines 21%; tv 47%; outdoor 9%; point of sale 9%; cinema 3%; promotions 5%. Employees: 17. Account gained: Sangal S.A. Accounts lost: Beecham AG, Hess AG, J.G. Durand.

Pubaco, Bienne, reports gross income of \$340,480 on billings of \$1,556,480 for 1979, compared with gross income of \$243,200 on billings of \$1,124,800 for 1978. (In local currency, gross income was SF 560,000 on billings of SF 2,560,000 in 1979, compared with gross income of SF 400,000 on billings of SF 1,850,000 in 1978.) Media breakdown: Newspapers 20%; magazines 12%; outdoor 6%; business press 22%; point of sale 8%; production & printed material 32%. Employees: 10. Accounts gained: Schmid printing machines, National campaign political party "Radical", Usgo, Renata watch batteries.

Rogivue ABH International, Zurich, reports gross income of \$437,760 on billings of \$3,195,040 for 1979, compared with gross income of \$413,440 on billings of \$2,781,000 for 1978. (In local currency, gross income was SF 720,000 on billings of SF 5,255,000 in 1979, compared with gross

income of SF 680,000 on billings of SF 4,575,000 in 1978.) At the end of 1979 the agency severed its partnership with ABH International and on Jan. 1, 1980 it joined the TBWA agency network. Media breakdown: Newspapers 50%; magazines 20%; business press 10%; point of sale 10%; direct mail 10%. Employees: 10. Accounts gained: BASF (Switzerland), Papermills Cham-Tenero, Reuters Economic Services. Account lost: Altag trucks.

TBWA, Zurich, reports gross income of \$1,875,000 on billings of \$12,500,000 for 1979, compared with gross income of \$1,459,200 on billings of \$9,728,000 for 1978. (In local currency, gross income was SF 3,084,000 on billings of SF 20,559,000 in 1979, compared with gross income of SF 2,400,000 on billings of SF 16,000,000 in 1978.) Media breakdown: Newspapers 50%; magazines 20%; supplements 1%; tv 5%; outdoor 10%; business press 1%; point of sale 5%; cinema 5%; farm press 3%. Employees: 35. Accounts gained: Certina, Agro Suisse, Barilla, Johnnie Walker Black Label, Bosch. Account lost: Rivella.

J. Walter Thompson Co., Zurich, reports gross income of \$1,534,000 on billings of \$10,227,000 for 1979, compared with gross income of \$1,412,000 on billings of \$9,412,000 for 1978. (In local currency, gross income was SF 2,523,000 on billings of SF 16,821,000 in 1979, compared with gross income of SF 2,322,000 on billings of SF 15,481,000 in 1978.) Media breakdown: Newspapers 28%; tv 42%; business press 27%; cinema 3%. Employees: 27. Accounts gained: Elida Denim body cosmetics and developments prods., Vitakraft, Max Bossard, Ernst & Co. Accounts lost: Weissenburg Mineraltherman, Gillette shaving prods., National Airlines.

Adolf Wirz Advertising, Zurich, reports gross income of \$3,850,000 on billings of \$27,178,000 for 1979, compared with gross income of \$3,696,000 on billings of \$25,900,000 for 1978. (In local currency, gross income was SF 6,300,000 on billings of SF 44,700,000 in 1979, compared with gross income of SF 6,080,000 on billings of SF 42,600,000 in 1978.) Media breakdown: Newspapers 24%; magazines 18%; supplements 2%; radio 1%; tv 9%; outdoor 11%; business press 4%; transit advertising 1%; point of sale 6%; cinema 2%; sales promotion 13%; direct mail 9%. Employees: 70. Accounts gained: Remy Martin cognac, Schweizerischer Obstverband-apple cider and wine, Airwick (Nadja Avallé cosmetics), Hero canned meat, fruit juices and sauces, Bixid feminine hygiene of Mediline, PKZ men's wear stores. Accounts lost: Haldengut beer, Bernina sewing machines, Forbo cars, sts, Schweizer Familie magazine.

Young & Rubicam, Berne, reports gross income of \$1,710,000 on billings of \$11,406,000 for 1979, compared with gross income of \$1,807,000 on billings of \$12,053,000 for 1978. (In local currency, gross income was SF 2,813,000 on billings of SF 18,759,440 in 1979, compared with gross income of SF 2,972,000 on billings of SF 19,823,570 in 1978.) Y&R does not publish billings figures. Billings given in dollars and Swiss francs are AA estimates. Media breakdown: Newspapers 45%; magazines 15%; tv 35%; outdoor 2%; business press 2%; cinema 1%. Employees: 35. Accounts gained: Swiss Dept. of Energy, Clorox Co., Skis Authier S.A., El of Switzerland.

ZSM Zutter Sommer Marketing BSR, Basel, member of IMPA group of European Marketing, Advertising and PR Assn., reports gross income of \$1,288,960 on billings of \$8,584,352 for 1979, compared with gross income of \$1,133,920 on billings of \$6,773,120 for 1978. (In local currency, gross income was SF 2,120,000 on billings of SF 14,119,000 in 1979, compared with gross income of SF 1,865,000 on billings of SF 11,140,000 in 1978.) Media breakdown: Newspapers 18%; magazines 15%; supplements 5%; outdoor 3%; business press 14%; point of sale 7%; audiovision 12%; direct mail 9%; pr 11%; farm press 6%. Employees: 20. Accounts gained: Bertrams AG heating, Bongrain Suisse cheese, McDonald's restaurant (Basel), Stadt Rheinfelden, Swissbau 81 construction fair, Tyon 2000 tourist station, VEF Minox cameras, Wirtschaftswache, Banque pour le commerce et l'industrie Basel.

TAIWAN

The same 1979 rate of 62785 U.S. dollars to the China (Taiwan) dollar was also applied to local currencies reported for 1978 income and billings in this issue. This procedure factors out an 11% appreciation of the C.T. dollar against the U.S. dollar based on C.T. dollar's 1978 exchange rate of 625.

Cambridge Advertising Co., Taipei, reports gross income of \$491,248 on billings of \$2,903,150 for 1979, compared with gross income of \$327,306 on billings of \$2,185,700 for 1978. (In local currency, gross income was won 17,639,080 on billings of won 104,242,377 in 1979, compared with gross income of won 11,752,485 on billings of won 78,481,166 in 1978.) Media breakdown: Newspapers 28%; magazines 5%; radio 2%; tv 52%; transit advertising 1%; cinema 1%; other 11%. Employees: 38. Accounts gained: Continental Airlines, Sunkist, Xerox, Revlon, Kenwood Stereo, Shakey's Pizza. Accounts lost: Warner-Lambert.

Eastern Advertising Co., Taipei, reports gross income of \$739,919 on billings of \$5,360,000 for 1979, compared with gross income of \$646,454 on billings of \$4,600,000 for 1978. (In local currency, gross income was won 26,568,000 on billings of won 192,960,000 in 1979, compared with gross income of won 23,212,000 on billings of won 165,800,000 in 1978.) Media breakdown: Newspapers 31%; magazines 4%; radio 1%; tv 52%; outdoor 2%; business press 3%; point of sale 1%; cinema 1%; other 3%. Employees: 75. Account gained: Johns & Trading Co., Ltd.

International Advertising Agency, Taipei, reports gross income of \$493,140 on billings of \$3,320,528 for 1979, compared with gross income of \$428,834 on billings of \$2,887,683 for 1978. (In local currency, gross income was won 17,707,000 on billings of won 119,229,000 in 1979, compared with gross income of won 15,398,000 on billings of won 103,687,000 in 1978.) Media breakdown: Newspapers 23%; magazines 11%; radio 1.5%; tv 54%; outdoor 1.5%; transit advertising 1%; point of sale 1.5%; cinema 1.5%; other 5%. Employees: 68. Account gained: Singapore Airlines. Account lost: Sunkist (fruit drinks).

THAILAND

An exchange rate of .65 dollars to the baht was used for both 1978 and 1979 gross income and billings.

Ted Bates, Bangkok, as in 1978, reports gross income of \$615,000 on billings of \$4,100,000 for 1979. (In local currency, gross income was Bht 12,300,000 on billings of Bht 82,000,000 in 1979. Employees:

80. Accounts gained: There were no significant account changes.

Leo Burnett, Bangkok, reports gross income of \$20,000 on billings of \$133,000 for 1979, compared with gross income of \$12,000 on billings of \$79,000 for 1978. (In local currency, gross income was Bht 400,000 on billings of Bht 2,668,000 in 1979, compared with gross income of Bht 238,000 on billings of Bht 1,587,000 in 1978.)

Chuo Senko Advertising, Bangkok, reports gross income of \$853,379 on billings of \$5,689,190 for 1979, compared with gross income of \$529,100 on billings of \$3,527,300 for 1978. (In local currency, gross income was Bht 17,067,570 on billings of Bht 113,783,800 in 1979, compared with gross income of Bht 10,582,000 on billings of Bht 70,546,000 in 1978.) Media breakdown: Newspapers 19%; magazines 5%; supplements 1%; radio 6%; tv 37%; outdoor 2%; business press 1%; transit advertising 1%; point of sale 8%; cinema 10%; other 10%. Employees: 32. Accounts gained: Thai Filament Textiles, Kang Yong Watana, Bangkok Specialty.

Kenyon & Eckhardt (Thailand), Bangkok, reports gross income of \$309,750 on billings of \$2,066,030 for 1979, compared with gross income of \$251,366 on billings of \$1,708,401 for 1978. (In local currency, gross income was Bht 6,193,000 on billings of Bht 41,320,600 in 1979, compared with gross income of Bht 5,027,324 on billings of Bht 34,168,020 in 1978.) Media breakdown: Newspapers 9%; magazines 16%; radio 3%; tv 65%; outdoor 1%; cinema 4%; other, prints prod. 2%. Employees: 37. Accounts gained: Sampantamir (soap and household products), Borneo Co. (wines and spirits), Bank of Ayudya, Thai Life Insurance. Account lost: Yardley.

McCann-Erickson (Thailand), Bangkok, reports gross income of \$883,250 on billings of \$5,891,300 for 1979, compared with gross income of \$690,900 on billings of \$4,607,950 for 1978. (In local currency, gross income was Bht 17,665,000 on billings of Bht 117,826,000 in 1979, compared with gross income of Bht 13,817,000 on billings of Bht 92,159,000 in 1978.) Employees: 70. Accounts gained: Bachelors' Members Club, Bionex (insecticide), John Haig & Co. (Haig Dimple, Gypsum Int'l (gypsum board, corporate), Hawley & Hazel (Darkie toothpaste), Indosuez Bank, Kuwait Airways, Philips (corporate, lighting, refrigerators, small household appliances, washing machines, professional products), Sunflower Co. (costume jewelry), Thai Asahi Glass, Thailand Carpet Mfg. (Tai Ping carpets, Ekamai condominiums), Tourism Authority of Thailand, Yamaha (motorcycles). New assignments: Bata (North Star and Lollipop shoes) Gillette (Super Click and Atra/Contour razors), Isuzu (Elf and SBR trucks), L'Oreal (Elseve Frequence and Controle shampoos), Thonakorn (soya-based vegetable oil). Accounts lost: Dusit Thani Hotel.

Ogilvy & Mather, Bangkok, reports gross income of \$1,246,777 on billings of \$7,674,803 for 1979, compared with gross income of \$950,895 on billings of \$5,745,663 for 1978. (In local currency, gross income was Bht 24,935,538 on billings of Bht 153,496,063 in 1979, compared with gross income of Bht 19,017,901 on billings of Bht 114,913,261 in 1978.) Media breakdown: Newspapers 18.5%; magazines 13.0%; radio 6.4%; tv 50%; outdoor 1%; business press .5%; point of sale 5.6%; cinema 5%. Employees: 81 in 1979 compared to 66

in 1978. Accounts gained: Bristol Myers, Scandia, Triumph, Aspro, Kanvita, Jockey, Hang Ten, Roche, Coffee Mate, Sterling Drug, Rinso. Account lost: T.O.T. Mung-singwear.

Reach Co., Bangkok, reports gross income of \$55,000 on billings of \$300,000 for 1979, compared with gross income of \$40,000 on billings of \$300,000 for 1978. (In local currency, gross income was Bht 1,100,000 on billings of Bht 6,000,000 in 1979, compared with gross income of Bht 800,000 on billings of Bht 6,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 10%; tv 85%. Employees: 15. Accounts gained: Thai Present Co. (peteware manufacturer). Account lost: Intercredit.

SSC&B: Lintas Thailand, Bangkok, reports gross income of \$1,930,650 on billings of \$13,464,450 for 1979, compared with gross income of \$1,587,400 on billings of \$10,361,700 for 1978. (In local currency, gross income was Bht 38,613,000 on billings of Bht 269,289,000 in 1979, compared with gross income of Bht 31,748,000 on billings of Bht 207,234,000 in 1978.) Media breakdown: Newspapers 6%; magazines 5%; radio 28%; tv 57%; cinema 4%. Employees: 94. Accounts gained: Bangkok Feedmill, Bank of America, Rowntree Mackintosh, Siam Cement Trading. Accounts lost: none.

TRINIDAD

An exchange rate of 4.25 U.S. dollars to the TS was used to determine both 1978 and 1979 gross income and billings.

Corbin-Compton, Port of Spain, reports gross income of \$385,348 on billings of \$2,653,955 for 1979, compared with gross income of \$246,788 on billings of \$1,942,787 for 1978. (In local currency, gross income was TS905,636 on billings of TS6,237,261 in 1979, compared with gross income of TS579,995 on billings of TS4,565,892 in 1978.) Media breakdown: Newspapers 17%; magazines 4%; radio 25%; tv 51%; outdoor 1%; cinema 2%. Employees: 35. Accounts gained: Tru Valu S/Market, World Netball, Assn. of Trinidad & Tobago Insurance, Anchorage General Insurance. Additional assignments: Stokes & Bynoe, United Biscuits, Smirnoff vodka, Deinhard wines, Seven Seas cod liver oil, Colbeck wines and sherries, Grand Marnier, Dom Benedictine, Chesebrough-Pond's Intl., Cachet, Grell & Co., Ekco cookware, White Cloud toilet tissue, Agostini Bros., Corelle ware. Accounts lost: Charles McEneaney & Co., Ford cars, General Electric appliances.

McCann-Erickson (Barbados and Trinidad), Port of Spain, reports gross income of \$721,000 on billings of \$4,811,000 for 1979, compared with gross income of \$577,000 on billings of \$3,849,000 for 1978. (In local currency, gross income was TS1,695,000 on billings of TS11,306,000 in 1979, compared with gross income of TS1,356,000 on billings of TS9,045,000 in 1978.) Employees: 46. Accounts gained: Albroco—Blue Ribbon sausages, Hadeed's mansion, Koves Ingenie, Lebanese House department store, Mount Gay distilleries rum, Norman Foods restaurants, Standard Distributors, Wander Jamaica ovaltine. New assignments: Bon Genie (L'Oreal's Ineral, Lenthieric perfumes, Mister hair cream, cologne, after shave, Mighty Killer insecticide), T. Geddes Grant (retail drug store, Richmond Valley cocoa), Neal & Massy—Suzuki motorbikes. Accounts lost: De Luxe stores, Diskomart.

Norman, Craig & Kummel

TRINIDAD

(Trinidad), Port of Spain, reports gross income of \$463,800 on billings of \$3,094,000 for 1979, compared with gross income of \$434,010 on billings of \$2,893,400 for 1978. (In local currency, gross income was T\$1,090,000 on billings of T\$7,270,000 in 1979, compared with gross income of T\$1,020,000 on billings of T\$6,800,000 in 1978.) Media breakdown: Newspapers 22%; radio 25%; tv 51%; cinema 2%. Employees: 32. Accounts gained: Fedco supermarkets, Industrial Agencies—oilfield drilling equipment, Johnson & Johnson—Reach toothbrushes, Shower to Shower bath products, Baby Bath.

TURKEY

The same 1979 rate of 142 dollars to the Turkish lira was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 16% depreciation of the lira against the dollar based on lira's 1978 exchange rate of 65.

Fulmar Reklam Sanayii, Istanbul, reports gross income of \$252,000 on billings of \$1,680,000 for 1979, compared with gross income of \$252,000 on billings of \$1,680,000 for 1978. (In local currency, gross income was TL6,000,000 on billings of TL40,000,000 in 1979, compared with gross income of TL6,000,000 on billings of TL40,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 10%; radio 10%; tv 50%; point of sale 3%; cinema 3%; production 9%. Employees: 16. Accounts gained: Mopa-Moderno Pazarlama A.S. Eau de Cologne, detergents, cosmetics.

Manajans, Istanbul, reports gross income of \$722,400 on billings of \$9,870,000 for 1979, compared with gross income of \$422,113 on billings of \$7,534,315 for 1978. (In local currency, gross income was TL17,200,000 on billings of TL235,000,000 in 1979, compared with gross income of TL10,050,313 on billings of TL179,388,458 in 1978.) Gross income figures for 1979 in dollars and Turkish lira are estimated. Media breakdown: Press 24.59%; supplements 0.93%; radio 2.28%; tv 60.65%; outdoor 6.31%; point of sale 4.64%; other 0.6%. Employees: 77. Accounts gained: Meban Transtürk Holding, Albay, Tamsan, Nestle (Nescafo), Istanbul Ticaret Odasi, Parker. Account lost: Kelebek.

Reklam Moran, Istanbul, reports \$879,750 AA estimated income on billings of \$5,460,000 for 1979, compared with gross income of \$690,000 on billings of \$4,284,000 for 1978. (In local currency, estimated income was TL 21,993,750 on billings of TL130,000,000 in 1979, compared with gross income of TL16,400,090 on billings of TL102,000,000 in 1978.) Gross income figures for 1979 were not given to Advertising Age by the agency since balance sheets were not prepared until the end of March, 1980. Media breakdown: Newspapers 41%; magazines 3%; radio 2%; tv 51%; point of sale 2%; cinema 1%. Employees: 38. Accounts gained: Lassa-B.F. Goodrich tires, Lancome cosmetics, Monroe calculators.

URUGUAY

An exchange rate of 139 dollars to the peso was used for both 1978 and 1979 gross income and billings.

Grey, Casares, Vernazza & Associates, Montevideo, reports gross income of \$437,000 on billings of \$2,308,000 for 1979, compared with gross income of \$161,000 on billings of \$804,000 for 1978. (In local currency, gross in-

come was Ps 3,142,000 on billings of Ps 16,578,000 in 1979, compared with gross income of Ps 1,155,000 on billings of Ps 5,775,000 in 1978.) Employees: 24.

McCann-Erickson Corp. (Uruguay), Montevideo, reports gross income of \$207,000 on billings of \$1,381,000 for 1979, compared with gross income of \$138,000 on billings of \$919,000 for 1978. (In local currency, gross income was Ps 1,487,000 on billings of Ps 9,918,000 in 1979, compared with gross income of Ps 990,000 on billings of Ps 6,603,000 in 1978.) Employees: 10. Account gained: Avianca. New assignments: Distribuidora Ibania sales systems, General Motors (Opel Rekord 2.0).

J. Walter Thompson Uruguay, Montevideo, reports gross income of \$134,091 on billings of \$893,938 for 1979, compared with gross income of \$130,875 on billings of \$872,498 for 1978. (In local currency, gross income was Ps 963,295 on billings of Ps 6,421,967 in 1979, compared with gross income of Ps 940,192 on billings of Ps 6,267,947 in 1978.) Media breakdown: Newspapers 33%; magazines 2%; radio 21%; tv 42%; outdoor 1%; cinema 1%. Employees: 10. Account gained: Corson tea. Account lost: Tem S.A.

VENEZUELA

The same 1979 rate of 234 dollars to the Venezuelan bolivar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% depreciation of the bolivar against the dollar based on bolivar's 1978 exchange rate of 240.

ABC/McCann Publicidad (Venezuela), Caracas, only reports billings of \$17,692,272 for 1979, compared with billings of \$13,104,000 for 1978. (In local currency, billings were Bs75,000,000 in 1979, compared with billings of Bs56,000,000 in 1978.) Accounts gained: Banco de La Construcción y del Oriente, Maby foods, Meneven oil, Mindur-Ministry of Information & Tourism, Tabacalera Nacional. Additional assignments: General Motors-pr, Gillette—Atra/Contour, Platinum Plus razors. Account lost: Nabisco.

Leo Burnett Venezuela, Caracas, reports gross income of \$2,101,000 on billings of \$14,016,000 for 1979, compared with gross income of \$2,212,000 on billings of \$14,756,000 for 1978. (In local currency, gross income was Bs8,980,000 on billings of Bs59,897,000 in 1979, compared with gross income of Bs9,454,000 on billings of Bs63,058,000 in 1978.) Employees: 62.

Corporacion Publicitaria Nacional "Corpa", Caracas, part of Ogilvy & Mather Inc. reports gross income of \$4,310,280 on billings of \$28,777,320 for 1979, compared with gross income of \$2,739,380 on billings of \$18,915,641 for 1978. (In local currency, gross income was Bs18,420,000 on billings of Bs122,980,000 in 1979, compared with gross income of Bs11,706,750 on billings of Bs80,836,074 in 1978.) Media breakdown: Newspapers 45%; radio 15%; tv 30%; other 10%. Employees: 111. Accounts gained: Bigott (British American Tobacco Co.), Quaker—new products.

Grey Advertising de Venezuela, Caracas, reports gross income of \$1,625,000 on billings of \$10,842,000 for 1979, compared with gross income of \$1,281,000 on billings of \$8,279,000 for 1978. (In local currency, gross income was Bs6,946,000 on billings of Bs46,332,000 in 1979, compared with gross income of Bs5,473,000 on billings of Bs35,381,000 in 1978.) Media breakdown: Newspapers 6%; magazines 5%; tv 69%; outdoor

2%; cinema 2%; other 16%. Employees: 48. Accounts gained: 3M Manufacturera Venezuela, Mack trucks, Range Rover.

Sertec, Kenyon & Eckhardt, Caracas, reports gross income of \$932,256 on billings of \$4,180,520 for 1979, compared with gross income of \$585,501 on billings of \$2,631,099 for 1978. (In local currency, gross income was Bs3,984,000 on billings of Bs17,865,470 in 1979, compared with gross income of Bs2,502,143 on billings of Bs11,244,014 in 1978.) Media breakdown: Newspapers 44%; magazines 7%; radio 6%; tv 27%; outdoor 7%; cinema 4%; printed matter 5%. Employees: 20. Accounts gained: CVG Edelca, Domesa, Radiocentro, Servicio Panamericano, STP, Tropiburger, Hang Ten.

J. Walter Thompson de Venezuela, Caracas, reports gross income of \$3,847,780 on billings of \$25,664,697 for 1979, compared with gross income of \$3,267,342 on billings of \$21,793,122 for 1978. (In local currency, gross income was Bs16,443,507 on billings of Bs109,678,190 in 1979, compared with gross income of Bs13,963,000 on billings of Bs93,133,000 in 1978.) Media breakdown: Newspapers 17%; radio 6%; tv 67%; outdoor 1%; point of sale 3%; cinema 2%. Employees: 84. Accounts gained: Nabisco, Philips audio and industrial, White Label and Ancestor Scotch whisky (Dewar's). New assignments: Johnson & Johnson, S.C. Johnson, Lever, Quaker. Account lost: Gillette.

W. GERMANY

The same 1979 rate of 3481 dollars to the German mark was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 8.5% appreciation of the mark against the dollar based on mark's 1978 exchange rate of 363.

Werbeagentur Achim Aschke, Frankfurt, reports gross income of \$2,685,690 on billings of \$17,913,552 for 1979, compared with gross income of \$2,639,102 on billings of \$17,604,972 for 1978. (In local currency, gross income was DM 4,900,000 on billings of DM 32,683,000 in 1979, compared with gross income of DM 4,815,000 on billings of DM 32,120,000 in 1978.) Media breakdown: Newspapers 12.2%; magazines 58.8%; radio 18%; tv 4.9%; press 4%; point of sale 2.1%. Employees: 35. Account gained: Wella products.

Charles Barker, Frankfurt, reports gross income of \$1,594,111 on billings of \$9,399,542 for 1979, compared with gross income of \$1,402,187 on billings of \$9,049,812 for 1978. (In local currency, gross income was DM 2,908,431 on billings of DM 17,149,319 in 1979, compared with gross income of DM 2,558,268 on billings of DM 16,511,243 in 1978.)

Baums, Mang und Zimmermann Werbeagentur, Dueseldorf, member of G.I.A.A., reports gross income of \$4,384,000 on billings of \$29,213,730 for 1979, compared with gross income of \$3,622,941 on billings of \$24,171,210 for 1978. (In local currency, gross income was DM 8,000,000 on billings of DM 53,300,000 in 1979, compared with gross income of DM 6,610,000 on billings of DM 44,100,000 in 1978.) Media breakdown: Newspapers 8%; magazines 26%; radio 2%; tv 18%; outdoor 2%; business press 4%; point of sale 40%. Employees: 56. Accounts gained: Daimler-Benz AG passenger cars, Heineken International Beheer-Genever (spirits), Honda Deutschland motor bicycles, Wilkinson Sword-razorblade "Contact."

Benton & Bowles und Partner, Frankfurt, reports gross income of \$10,945,557 on billings of \$73,006,920 for 1979, compared with gross income of \$10,770,165 on billings of \$71,837,275 for 1978. (In local currency, gross income was DM 19,970,000 on billings of DM 133,200,000 in 1979, compared with gross income of DM 19,650,000 on billings of DM 131,066,000 in 1978.) Media breakdown: Newspapers 17%; magazines 43%; radio 7%; tv 9%; outdoor 19%; cinema 5%. Employees: 202.

Guenter Blaese Advertising, Stuttgart, reports gross income of \$5,937,567 on billings of \$39,603,513 for 1979, compared with gross income of \$5,514,982 on billings of \$36,784,635 for 1978. (In local currency, gross income was DM 10,833,000 on billings of DM 72,256,000 in 1979, compared with gross income of DM 10,062,000 on billings of DM 67,113,000 in 1978.)

Leo Burnett, Frankfurt, reports gross income of \$3,802,170 on billings of \$25,360,587 for 1979, compared with gross income of \$3,758,870 on billings of \$25,071,738 for 1978. (In local currency, gross income was DM 6,937,000 on billings of DM 46,270,000 in 1979, compared with gross income of DM 6,858,000 on billings of DM 45,743,000 in 1978.) Employees: 56.

Compton, Frankfurt, reports gross income of \$6,610,086 on billings of \$44,067,240 for 1979, compared with gross income of \$5,113,773 on billings of \$34,091,820 for 1978. (In local currency, gross income was DM 12,060,000 on billings of DM 80,400,000 in 1979, compared with gross income of DM 9,330,000 on billings of DM 62,200,000 in 1978.) Media breakdown: Newspapers 2%; magazines 50%; radio 14%; tv 30%; outdoor 1%; farm press 1%; point of sale 2%. Employees: 117.

CoPartner Werbeagentur, Hamburg, reports gross income of \$4,138,703 on billings of \$27,605,056 for 1979, compared with gross income of \$3,540,726 on billings of \$23,623,110 for 1978. (In local currency, gross income was DM 7,551,000 on billings of DM 50,365,000 in 1979, compared with gross income of DM 4,460,000 on billings of DM 43,100,000 in 1978.) Employees: 66.

D'Arcy-MacManus & Masius, Frankfurt/Hamburg, reports gross income of \$11,955,157 on billings of \$79,740,876 for 1979, compared with gross income of \$10,352,512 on billings of \$73,760,009 for 1978. (In local currency, gross income was DM 21,812,000 on billings of DM 145,486,000 in 1979, compared with gross income of DM 18,888,000 on billings of DM 134,574,000 in 1978.) Media breakdown: Magazines/newspapers 55%; cinema/radio 10%; tv 33%; outdoor 2%. Employees: 212.

DFS & R Dorland Werbeagentur Dancer Fitzgerald Sample, Munich, reports gross income of \$4,275,180 on billings of \$28,515,451 for 1979, compared with gross income of \$4,001,130 on billings of \$24,596,316 for 1978. (In local currency, gross income was DM 7,800,000 on billings of DM 52,026,000 in 1979, compared with gross income of DM 7,300,000 on billings of DM 44,875,600 in 1978.) In September last year the agency became part of the DFS International network. Media breakdown: Newspapers 20%; magazines 52%; radio 9%; tv 17%; outdoor 2%. Employees: 78.

Doyle Dane Bernbach, Dueseldorf, reports gross income of

\$13,179,064 on billings of \$87,860,430 for 1979, compared with gross income of \$12,504,901 on billings of \$94,328,010 for 1978. (In local currency, gross income was DM 24,045,000 on billings of DM 160,300,000 in 1979, compared with gross income of DM 22,815,000 on billings of DM 172,100,000 in 1978.)

Durana Ketchum Werbeagentur, Frankfurt, reports gross income of \$2,630,880 on billings of \$17,539,200 for 1979, compared with gross income of \$2,055,375 on billings of \$13,702,500 for 1978. (In local currency, gross income was DM 4,800,000 on billings of DM 32,000,000 in 1979, compared with gross income of DM 3,750,000 on billings of DM 25,000,000 in 1978.)

R. W. Eggert Werbeagentur, Dueseldorf, reports gross income of \$48,780,900 on billings of \$408,910 on billings of \$40,559,400 for 1978. (In local currency, gross income was DM 13,400,000 on billings of DM 89,000,000 in 1979, compared with gross income of DM 11,100,000 on billings of DM 74,000,000 in 1978.) Media breakdown: Newspapers 7.6%; magazines 50.4%; radio 7.4%; tv 30.9%; outdoor 2%; business press 1.7%. Employees: 108.

Erdmann & Partner Werbeagentur, Dueseldorf, reports gross income of \$2,695,008 on billings of \$17,977,680 for 1979, compared with gross income of \$2,481,797 on billings of \$16,553,168 for 1978. (In local currency, gross income was DM 4,917,000 on billings of DM 32,800,000 in 1979, compared with gross income of DM 4,528,000 on billings of DM 30,201,000 in 1978.) Media breakdown: Newspapers 29%; magazines 25%; radio 6%; tv 12%; outdoor 9%; business press 2%; point of sale 16%; cinema 1%. Employees: 36.

Foote, Cone & Belding, Frankfurt, reports gross income of \$11,759,441 on billings of \$78,435,475 for 1979, compared with gross income of \$11,397,860 on billings of \$76,023,723 for 1978. (In local currency, gross income was DM 21,454,920 on billings of DM 143,104,316 in 1979, compared with gross income of DM 20,795,219 on billings of DM 138,704,110 in 1978.) Media breakdown: Newspapers 6.4%; magazines 46.5%; radio 2.8%; tv 30.2%; outdoor 10.3%; business press 3.8%. Employees: 217. Accounts gained: British Airways, Bellinda, Portas, Schoepflin, Spanisches Fremdenverkehrsamt, Steigenberger, Nordhaus, Elida Gibbs, Polydor, Menley & James, Pfanni. Accounts lost: Nicco Werke, Tetra Pak.

Hermann Geiling Werbeagentur, Stuttgart, reports gross income of \$2,557,950 on billings of \$21,019,117 for 1979, compared with gross income of \$2,647,973 on billings of \$21,892,035 for 1978. (In local currency, gross income was DM 4,666,940 on billings of DM 38,349,054 in 1979, compared with gross income of DM 4,831,186 on billings of DM 39,941,681 in 1978.) Media breakdown: Newspapers 33%; magazines 39%; radio 7%; tv 10%; outdoor 4%; business press 6%; transit advertising 1%. Employees: 49. Account lost: Kadus hair cosmetics.

GGK Dueseldorf Werbeagentur, Dueseldorf, reports gross income of \$9,948,015 on billings of \$66,320,000 for 1979, compared with gross income of \$9,125,865 on billings of \$60,839,100 for 1978. (In local currency, gross income was DM 18,150,000 on billings of DM 121,000,000 in 1979, compared with

WEST GERMANY

gross income of DM 16,650,000 on billings of DM 111,000,000 in 1978.) Media breakdown: Newspapers 7%; magazines 36%; supplements 1%; radio 3%; tv 14%; outdoor 8%; business press 6%; point of sale 3%; cinema 1%; sales promotion 21%. Employees: 135. Accounts gained: Margaret Astor Herrenkosmetik, Braun hi-fi, Onko Genussmittel, Romika Schuhe, Wirtsch. Verein, Zucker, Artus Quelle Erfrischunggetraenke, World Vision of Europe Hilfsorganisation, Norddeutsche Landesbank, Gabor Schuhe, Kosta - Boda - Roerstrand - Porzellan, Glas, Loewenbrau beer. Accounts lost: Merz, Racke, Telerant.

Gramm & Grey, Duesseldorf, reports gross income of \$19,183,500 on billings of \$127,926,540 for 1979, compared with gross income of \$17,676,225 on billings of \$117,841,500 for 1978. (In local currency, gross income was DM 35,000,000 on billings of DM 233,400,000 in 1979, compared with gross income of DM 32,250,000 on billings of DM 215,000,000 in 1978.) Media breakdown: Newspapers 7%; magazines 36%; radio 9%; tv 37%; outdoor 11%. Employees: 275. Accounts gained: Douglas, Horten Reiseburo, Boehringer Mannheim (Flarom), Jim Beam bourbon, Vorwerk, Schulte & Dieckhoff (Wasche & Strick). Account lost: Knorr.

Dr. Hegemann ABH International, Duesseldorf, reports gross income of \$6,189,460 on billings of \$45,485,722 for 1979, compared with gross income of \$10,865,534 on billings of \$72,458,820 for 1978. (In local currency, gross income was DM 12,442,000 on billings of DM 82,988,000 in 1979, compared with gross income of DM 19,824,000 on billings of DM 132,200,000 in 1978.) Media breakdown: Newspapers 12%; magazines 47%; radio 3%; tv 27%; outdoor 8%; business press 3%. Employees: 85. Accounts gained: Bahamas, Mannesmann, Esab, Britax, Oesterreich Wein. Accounts lost in 1979: Colgate, Palmolive, ITT-Schaub-Lorenz, Filofarm.

Heumann, Ogilvy & Mather, Frankfurt, reports gross income of \$14,250,600 on billings of \$94,876,110 for 1979, compared with gross income of \$12,880,350 on billings of \$85,832,460 for 1978. (In local currency, gross income was DM 28,000,000 on billings of DM 173,100,000 in 1979, compared with gross income of DM 23,500,000 on billings of DM 156,600,000 in 1978.) Media breakdown: Newspapers 11.8%; magazines 40.4%; radio 8.8%; tv 21.6%; outdoor 11.1%; business press 6.1%; cinema 0.2%. Employees: 215. Accounts gained: Barmenia insurance, Bausparkasse Mainz, Club Mediterranee, Faber-Castell pens and pencils, ITT tv and hi-fi, Mattel toys, Neckermann mail order, Reyno cigarets, Russian Trade Bank, TWA airline. Accounts lost: Minolta cameras, Mercedes-Benz, Uniroyal.

Heye, Needham & Partner, Unterhaching/Munich, reports gross income of \$5,719,972 on billings of \$38,147,760 for 1979, compared with gross income of \$3,562,650 on billings of \$23,568,300 for 1978. (In local currency, gross income was DM 10,436,000 on billings of DM 69,600,000 in 1979, compared with gross income of DM 6,500,000 on billings of DM 43,000,000 in 1978.) Media breakdown: Newspapers 13.3%; magazines 48.4%; radio 8.6%; tv 13.3%; outdoor 11.4%; business press 4.6%; other 0.4%. Employees: 97.

Hildmann Simon Rempfen & Schmitz Werbeagentur, Duesseldorf, only reports billings of \$19,731,000 for 1979, compared with billings of \$15,346,800 for 1978. (In local currency, billings were DM 36,000,000 in 1979, compared with billings of DM 28,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 85%; outdoor 10%. Employees: 32. Accounts gained: Franz Falke-Rohen stockings, socks, Hakle Werke toilet and kitchen paper, Hoechst Aktiengesellschaft (Frisium), Merz & Co. Merz Schaummaske/Paten-oval.

IMAA/Die Gilde Werbeagentur, Hamburg, reports gross income of \$2,634,717 on billings of \$17,539,200 for 1979, compared with gross income of \$2,584,808 on billings of \$16,991,000 for 1978. (In local currency, gross income was DM 4,807,000 on billings of DM 32,000,000 in 1979, compared with gross income of DM 4,715,942 on billings of DM 31,000,000 in 1978.) Employees: 40.

Intermarco-Farner Werbeagenturen, Duesseldorf, part of the Publicis Intermarco-Farner European agency network, reports gross income of \$11,690,973 on billings of \$77,939,820 for 1979, compared with gross income of \$10,847,995 on billings of \$72,349,200 for 1978. (In local currency, gross income was DM 21,330,000 on billings of DM 142,200,000 in 1979, compared with gross income of DM 19,972,000 on billings of DM 132,000,000 in 1978.) Media breakdown: Newspapers 10%; magazines 43%; radio 6%; tv 24%; outdoor 5%; business press 3%; point of sale 9%. Employees: 162. Accounts gained: Asko Basar markets, Bastei, Jede Woche magazine, BBC solar energy, Berentzen fruit spirits, Hertie fashion/tv, Fuji cameras, Europ Assistance travel insurance, Harenberg book chain, Kis key systems, Philidar wool, Schulte & Dieckhoff homeplay, Schwartzau jams, Schwarzkopf cosmetics, Springer Bild am Sonntag magazine. Accounts lost: Alete baby food, Cape fruit, Club Mediterranee tourism, Guthrod lawn mowers.

Lintas, Hamburg, reports gross income of \$31,349,675 on billings of \$209,102,340 for 1979, compared with gross income of \$27,961,321 on billings of \$186,501,980 for 1978. (In local currency, gross income was DM 57,197,000 on billings of DM 381,504,000 in 1979, compared with gross income of DM 51,015,000 on billings of DM 340,270,000 in 1978.) Media breakdown: Newspapers 6%; magazines 38%; supplements 1%; radio 9%; tv 32%; outdoor 3%; business press 4%; point of sale 7%. Employees: 468. Accounts gained (partial list): Beiersdorf, Larylin, Brinkmann tobacco, Gardisette curtains.

Luerzer, Conrad, Frankfurt, reports gross income of \$7,043,085 on billings of \$46,972,170 for 1979, compared with gross income of \$5,360,418 on billings of \$35,736,120 for 1978. (In local currency, gross income was DM 12,850,000 on billings of DM 85,700,000 in 1979, compared with gross income of DM 9,780,000 on billings of DM 65,200,000 in 1978.) The agency went into a 50/50 partnership with Leo Burnett Co. in early February, 1980. Media breakdown: Newspapers 20%; magazines 25%; radio 5%; tv 25%; outdoor 5%; business press 5%; point of sale 15%. Employees: 98. Accounts gained: Afri Cola Bluna, Erdal-Rex, Gemeinschaftsdienst der Boden- und Kommunalkreditinstitute, Handelsblatt Verlag, Lingner & Fischer, Schwarzkopf, Verlag Ullstein. Account lost: Lysia Werke.

Marsteller International, Frankfurt, reports gross income of \$2,037,715 for 1979, compared with gross income of \$1,692,823 for 1978. Employees: 36.

McCann-Erickson Group, Frankfurt, reports gross income of \$35,399,587 on billings of \$236,116,032 for 1979, compared with gross income of \$31,371,051 on billings of \$209,245,280 for 1978. (In local currency, gross income was DM 64,586,000 on billings of DM 430,790,060 in 1979, compared with gross income of DM 57,236,000 on billings of DM 381,764,800 in 1978.)



"Only the streetcar leaves more often" is headline for four-color German Railways ad introducing its hourly departures and new two-class system. Campaign was developed by McCann-Erickson, Germany, which won the account last year.

MPW Univas, Duesseldorf, reports gross income of \$3,014,550 on billings of \$23,842,350 for 1979, compared with gross income of \$2,411,640 on billings of \$22,198,050 for 1978. (In local currency, gross income was DM 5,500,000 on billings of DM 43,500,000 in 1979, compared with gross income of DM 4,400,000 on billings of DM 40,500,000 in 1978.) Media breakdown: Newspapers 10%; magazines 50%; supplements 10%; radio 5%; tv 20%; outdoor 5%. Employees: 45. Accounts gained: Agfa color paper, Melitta.

MWI/Norman, Craig & Kummel, Hamburg, reports gross income of \$8,934,030 on billings of \$59,589,980 for 1979, compared with gross income of \$10,515,039 on billings of \$70,115,980 for 1978. (In local currency, gross income was DM 16,300,000 on billings of DM 108,721,000 in 1979, compared with gross income of DM 19,190,000 on billings of DM 127,925,000 in 1978.) Media breakdown: Newspapers 5%; magazines 36%; radio 2%; tv 22%; outdoor 18%; business press 2%; point of sale 14%; cinema 1%. Employees: 149.

Serviceplan Marketing und Werbeagentur, Munich, reports gross income of \$3,535,245 on billings of \$23,568,300 for 1979, compared with gross income of \$3,305,043 on billings of \$22,033,620 for 1978. (In local currency, gross income was DM 6,450,000 on billings of DM 43,000,000 in 1979, compared with gross income of DM 6,030,000 on billings of DM 40,200,000 in 1978.) Media breakdown: Newspapers 8%; magazines 51%; supplements 1%; radio 3%; tv 9%; outdoor 10%; point of sale advertising 17%. Employees: 52.

Slesina-Bates Werbegesellschaft, Frankfurt, reports gross income of \$9,876,762 on billings of \$66,995,359 for 1979, compared with gross income of \$10,036,807

on billings of \$66,945,482 for 1978. (In local currency, gross income was DM 18,020,000 on billings of DM 122,232,000 in 1979, compared with gross income of DM 18,312,000 on billings of DM 122,141,000 in 1978.) Media breakdown: Newspapers 13%; magazines 41%; supplements 1%; radio 9%; tv 30%; business press 6%. Employees: 181.

Spieß & Ermisch Werbeagentur, Duesseldorf, reports gross income of \$4,878,090 on billings of \$32,776,380 for 1979, compared with gross income of \$4,439,610 on billings of \$29,597,400 for 1978. (In local currency, gross income was DM 8,900,000 on billings of DM 59,800,000 in 1979, compared with gross income of DM 8,100,000 on billings of DM 54,000,000 in 1978.) Media breakdown: Newspapers 20%; magazines 35%; point of sale 20%; cinema 5%; prospectus, leaflets 20%. Employees: 48.

TBWA, Frankfurt, reports gross income of \$4,199,981 on billings of \$28,000,017 for 1979, compared with gross income of \$3,581,614 on billings of \$21,759,570 for 1978. (In local currency, gross income was DM 7,662,800 on billings of DM 51,085,600 in 1979, compared with gross income of DM 6,534,600 on billings of DM 39,700,000 in 1978.) Media breakdown: Newspapers 2%; magazines 71%; radio 6%; tv 19%; business press 2%. Employees: 55. Accounts gained: Jade Cosmetics, Campbell Soups, Blendax. Accounts lost: Air Tours, Caparol.

Team/BBDO, Duesseldorf, reports gross income of \$27,926,000 on billings of \$186,299,000 for 1979, compared with gross income of \$24,719,000 on billings of \$164,923,000 for 1978. (In local currency, gross income was DM 50,950,000 on billings of DM 339,900,000 in 1979, compared with gross income of DM 45,100,000 on billings of DM 300,900,000 in 1978.) Media breakdown: Newspapers 25.5%; magazines 34.2%; radio 5.9%; tv 27.1%; outdoor 4.4%; business press 1.6%; cinema 1.3%. Employees: 368.

Troost Campbell-Ewald, Duesseldorf, reports gross income of \$9,570,000 on billings of \$63,832,000 for 1979, compared with gross income of \$8,766,000 on billings of \$58,467,000 for 1978. (In local currency, gross income was DM 17,461,000 on billings of DM 116,465,000 in 1979, compared with gross income of DM 15,993,000 on billings of DM 106,673,000 in 1978.) Employees: 167. Accounts gained: Coca-Cola-Baikal carbonated soft drink, Rachengold-Werk Adolf Speck (Velemtint, Atemgold, Rachengold, Coryfin) Verkehrs-Verband Rhein-Ruhr institutional advertising.

J. Walter Thompson, Frankfurt, reports gross income of \$23,652,000 on billings of \$157,681,000 for 1979, compared with gross income of \$21,804,000 on billings of \$145,436,000 for 1978. (In local currency, gross income was DM 43,153,000 on billings of DM 287,687,000 in 1979, compared with gross income of DM 39,782,000 on billings of DM 265,346,000 in 1978.) Media breakdown: Newspapers 8%; magazines 41%; radio 6%; tv 40%; outdoor 2.5%; business press 2.5%. Employees: 405.

Die Werbe Euro-Advertising, Duesseldorf, reports gross income of \$3,718,365 on billings of \$24,891,525 for 1979, compared with gross income of \$2,999,347 on billings of \$20,005,626 for 1978. (In local currency, gross income was DM 6,784,157 on billings of DM 45,250,382 in 1979, compared with gross income of DM 5,472,309 on billings of DM 36,500,264 in 1978.)

Employees: 46.

Westag Werbeagentur Prigge, Hawel, Cologne, member of the group EMAD International, reports gross income of \$5,733,126 on billings of \$38,257,380 for 1979, compared with gross income of \$4,499,901 on billings of \$30,035,880 for 1978. (In local currency, gross income was DM 10,460,000 on billings of DM 69,800,000 in 1979, compared with gross income of DM 8,210,000 on billings of DM 54,800,000 in 1978.) Media breakdown: Print 80%; electronic media 4%; other 16%. Employees: 92.

wilkens wpt William Wilkens Werbeagentur, Hamburg/Frankfurt, reports gross income of \$18,564,695 on billings of \$93,670,290 for 1979, compared with gross income of \$17,943,697 on billings of \$88,408,530 for 1978. (In local currency, gross income was DM 33,871,000 on billings of DM 170,900,000 in 1979, compared with gross income of DM 32,738,000 on billings of DM 161,300,000 in 1978.) Media breakdown: Newspapers 18.8%; magazines 49.5%; supplements 2.3%; radio 0.8%; tv 16.2%; outdoor 3.8%; business press 5.6%; transit advertising 3%. Employees: 211.

Wirz Werbeberatung, Munich, reports gross income of \$449,442 on billings of \$5,426,190 for 1979, compared with gross income of \$438,480 on billings of \$5,371,380 for 1978. (In local currency, gross income was DM 820,000 on billings of DM 9,900,000 in 1979, compared with gross income of DM 800,000 on billings of DM 9,800,000 in 1978.) Media breakdown: Newspapers 18%; magazines 12%; supplements 1%; radio 3%; outdoor 4%; business press 9%; transit advertising 1%; point of sale 3%; cinema 2%; farm press 1%; sales promotion 21%; direct mail 19%. Employees: 8.

Young & Rubicam, Frankfurt, reports gross income of \$16,580,000 on billings of \$110,589,000 for 1979, compared with gross income of \$16,115,000 on billings of \$107,487,000 for 1978. (In local currency, gross income was DM 30,251,000 on billings of DM 201,769,600 in 1979, compared with gross income of DM 29,403,000 on billings of DM 196,110,030 in 1978.) Income includes Wunderman International. Y&R does not publish billings. Figures are AA estimates. Media breakdown: Newspapers 16%; magazines 27%; radio 11%; tv 37%; outdoor 5%; business press 4%. Employees: 265. Accounts gained: Frito-Lay/Pepsico Foods, Carlo Frey Co., Dr. Carl Hahn/Johnson & Johnson, Saez Merino, Hestia Boehringer, Arco Falc toys, CBS records. Accounts lost: Brauerei Beck, Kawasaki Motoren.

ZAMBIA

An exchange rate of 140 U.S. dollars to the kwacha was used to determine both 1978 and 1979 gross income and billings.

McCann-Erickson (Zambia), Lusaka, reports gross income of \$273,000 on billings of \$1,821,400 for 1979, compared with gross income of \$221,200 on billings of \$1,475,600 for 1978. (In local currency, gross income was Zk 195,000 on billings of Zk 1,301,000 in 1979, compared with gross income of Zk 158,000 on billings of Zk 1,054,000 in 1978.) Accounts gained: Air Tanzania, Bata Shoes, UTA French airlines. New assignments: Cooper (package redesign of product line), Colgate Palmolive (Ajax All Purpose Cleaner, Ajax Power Pad, Cold Power Liquid Detergent, Pine Action Disinfectant, Sta-Soft Fabric Conditioner).

Coffee consumers drink more in '79

By JOHN C. MAXWELL JR.

Retail prices for regular coffee in 16-oz. cans declined for the second consecutive year in 1979, dropping 5.4% from 1978.

Per capita consumption figures for 1977 and 1978 (see chart) have been revised and now indicate consumption at 28.1 gals. and 27.1 gals., respectively. The 1979 figures is 28 gallons, or 10.8 lbs.

■ This amount represents a recovery from the declines of the two previous years that were partly linked to price increases. We believe that the slight 1979 increase still reflects a long-term downtrend.

The consumption figures are

based on a three-year moving average to counterbalance inventory swings. Absolute numbers indicate consumption at 27.1 and 29.7 gals. per capita for 1978 and 1979, respectively.

Figures for coffee drinking by age group show a substantial decline for each segment over the 17-year period from 1962 to 1979, with the largest drop in the 15-to-19 group (down 75.2%). Coffee drinking for all ages rose 4.6% for 1978-79, but dropped 34% for 1962-79.

In the regular coffee area, General Foods remained in the No. 1 position in 1979 with a 31.5% share of market. In the instant segment, General Foods lost share points (its current share is 47.5%) but maintained its lead. Its Maxwell

House brand also maintained its strong lead with a 23.4% share of the instant market. ■

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research, New York.

MPA adds 1 associate, 15 members in January

The Magazine Publishers Assn., New York, has added 15 new members and one international associate in January, bringing its member companies count to 171, representing about 650 publications, and the international associates to 22, representing more than 200 publications.

The new members are: Americana Magazine Ltd.; GPI Publications, publishers of *Guitar Player*, *Contemporary Keyboard* and *Frets*; HMA Publishing, publishers of *Hawaii After Dark* and *Island Dining Guide*; Intercommunications Inc., publishers of *Coaching: Women Athletics*; *Journal of Applied Management*; Marco Communications, publishers of *Financial World*; U.S. Glass Publications, publishers of *U.S. Glass and Metal Glazing*; Walt Disney Publications, publisher of *Disney News*; Windsor Communications, publishers of *Impressions*; deMenil Publications, publishers of *Houston City*; Dolmatch Publications, publishers of *Barbara Cartland's World of Romance*; *Grantsmanship Center News*; *The International Review of Food & Wine*; *Associates*; Palucci Publications, publishers of *Attenzione*, and *Prime Time*. The international associate added is *Nederlandsche Organisatie van Tijdschrift-Uitgevers*, Amsterdam, the Netherlands.

Burrill agency relocates

John Burrill Associates, West Hartford, Conn., agency has moved to 630 Oakwood Ave., West Hartford 06119.



Dig at Timex

Bulova is attempting to wrest market share from the wrist of Timex with a new campaign for its Caravelle low-price line. The campaign is the first work from Scali, McCabe, Sloves which won the Caravelle account last year.

U.S. per capita coffee consumption

	Population*	Pounds	1957=100	Gallons	1957=100
1972.....	206.5	13.6	86.6	35.2	88.0
1973.....	208.1	13.5	86.0	35.1	87.3
1974.....	209.7	13.1	83.4	33.8	84.5
1975.....	211.4	12.7	81.0	33.0	82.5
1976.....	213.0	11.6	73.9	29.9	74.8
1977R.....	214.7	10.9	69.4	28.1	70.3
1978R.....	216.4	10.5	66.9	27.1	67.8
1979.....	220.6	10.8	68.9	28.0	70.0

*In millions, as of July 1

Sources: USDA; Bureau of Census; LBKL Research

Coffee market shares by company

	Regular Coffee—		Per cent of market	
	1976	1977	1978	1979
General Foods				
Maxwell House*	24.1%	24.9%	22.3%	22.3%
Sanka.....	4.0	3.5	2.0	2.1
Yuban.....	2.2	2.0	2.0	2.0
Max-Pax & Brim.....	4.5	4.0	3.5	3.5
Mellow Roast.....	—	0.8	1.8	1.6
Total.....	34.8	35.2	31.6	31.5
Procter & Gamble				
Folgers.....	21.4	21.4	26.5	27.3
Hills Bros.....				
Hills Bros.....	7.5	7.0	6.9	6.6
Standard Brands				
Chase & Sanborn.....	3.5	2.9	1.6	1.0
Coca-Cola				
Maryland Club.....	1.9	1.8	1.4	1.2
Butternut.....	2.8	2.7	2.7	2.5
Total.....	4.7	4.5	4.1	3.7
Subtotal.....	71.9	71.0	70.7	70.1
All Others.....	28.1	29.0	29.3	29.9

	Instant Coffee—		Per cent of market	
	1976	1977	1978	1979
General Foods				
Maxwell House.....	24.5%	24.0%	24.0%	23.4%
Maxim.....	5.3	4.5	4.0	3.7
Sanka.....	11.1	10.0	10.0	9.8
Yuban.....	2.0	1.3	1.3	1.3
Freeze Dried Sanka.....	3.1	2.5	2.5	2.5
Brim#.....	3.5	3.5	3.0	2.8
Mellow Roast.....	—	1.5	3.5	4.0
Total.....	49.5	47.3	48.3	47.5
Procter & Gamble				
Folgers.....	7.0	7.0	8.0	8.5
Hills Bros.....				
Hills Bros.....	0.8	0.5	0.3	0.2
Nestle				
Nescafe.....	12.6	12.0	10.5	10.0
Taster's Choice.....				
100% Coffee.....	11.8	12.5	12.5	12.7
Decaf.....	1.0	1.0	1.0	1.0
Taster's Choice.....				
Decaffeinated.....	5.5	5.6	5.1	4.8
Sunrise.....	—	—	3.0	4.0
Total.....	30.9	31.1	32.1	32.5
Borden				
Kava.....	1.3	1.2	1.0	1.0
Subtotal.....	98.5	87.1	89.7	89.7
All Others.....	10.5	12.9	10.3	10.3
Grand Total.....	100.0%	100.0%	100.0%	100.0%

NA = Not Available

*Electra-Perk is roughly 6% in all years

#Brim and International after 1974

Source: Lehman Brothers Kuhn Loeb Research

Weisz changes name

Weisz/Greco Advertising is the new name of Thomas J. Weisz Ltd., following the formation of a partnership between Mr. Weisz and Tucker Greco, who joined the Weisz agency as creative and marketing manager two years ago. The agency, at Paradise Lane, New Paltz, N.Y. 12561, lists as clients IBM, Grolier Publishing, Sheaffer Eaton Textron, Raytheon medical imaging and the Ferroxcube division of Amperex Electronic Corp.

OPERATION APPRECIATION

HIS NAME
It's your "Daily Billboard" on the buyer's desk

OPERATION APPRECIATION is a monthly personalized mailing to key people. Compare it with today's cost of one sales call, or even a gallon of gas. For 75¢ per month, per name, you get more "sales mileage" the SATIRE way. Contact SATIRE, INC., P.O. Box 39758, Los Angeles, CA 90039, 213/666-7338.



FACT:

Physicians spend more time reading The New England Journal of Medicine than Post Graduate Medicine, Medical Economics, Hospital Practice, Patient Care and American Family Physician combined. When you go by the FACTS, you must go...

The New England Journal of Medicine

Advertising Dept., 10 Shattuck St. Boston, MA 02115
New York 212-244-3100 Chicago 312-641-0755
San Mateo, CA 415-349-0662

Advertising Age

cite service

Your telephone index to "The International Newspaper of Marketing"

The Cite Service can help you locate articles, charts, photographs and figures from the pages of Advertising Age. It's as close as your telephone. You call us with your questions; we call you with our answers.

Cite Service can help with your next presentation, new product or marketing problem. To learn how, just complete and mail the coupon below.

Mail to: Margaret Maples, Advertising Age Cite Service,
740 Rush Street, Chicago, IL 60611
(312) 649-5328 or 5329

Please send more information about the Cite Service.

Name _____

Title _____ Telephone _____

Company _____

Address _____

City/State/Zip _____

Ad pages in farm publications for 3 months, 1980-1979

First-quarter figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	— Pages —	
	Jan.- Mar. 1980	Jan.- Mar. 1979

General farm publications

American Agriculturist & The Rural New Yorker	159.2	147.8
Measured in lines	120,937	112,407
Big Farmer	61.3	70.6
Measured in lines	26,277	30,269
California Farmer (sm)	260.9	243.2
Measured in lines	198,246	184,769
Farm Futures	118.3	120.4
Measured in lines	50,750	51,652
Farm Industry News	189.1	185.3
Measured in lines	143,706	140,853
Farm Journal	339.4	299.2
Measured in lines	145,609	128,362
Farmer-Stockman Unit: (mon)		
Kansas Farmer-Stockman	47.4	49.2
Measured in lines	36,031	37,389
Oklahoma Farmer-Stockman	53.1	51.9
Measured in lines	40,377	39,501
Texas Farmer-Stockman	61.2	56.3
Measured in lines	46,587	42,823
A*Harvest Publishing Unit: (sm)		
Kansas Farmer	323.5	336.9
Measured in lines	245,892	256,010
Michigan Farmer	299.5	283.9
Measured in lines	227,595	215,826
Missouri Ruralist	375.2	363.7
Measured in lines	285,139	276,418
Ohio Farmer	422.8	418.4
Measured in lines	321,368	318,001
Pennsylvania Farmer	301.1	292.3
Measured in lines	228,827	222,167
High Plains Journal: (w)		
Central Kansas	274.7	236.0
Measured in lines	307,706	264,316
Colorado-Nebraska	272.5	227.5
Measured in lines	305,172	254,811
Oklahoma-Texas	299.9	267.1
Measured in lines	335,874	299,163
Western Kansas	337.8	280.0
Measured in lines	378,294	313,596
Irrigation Age	139.0	134.3
Measured in lines	59,613	57,615
Kentucky Farmer (mon)	197.1	140.3
Measured in lines	149,854	106,629
Lancaster Farming	1,410.5	1,386.3
Measured in lines	1,895,733	1,863,297
Midwest Farm Paper Unit: (sm)		
The Farmer	572.8	503.7
Measured in lines	435,329	382,879
Nebraska Farmer	555.8	576.0
Measured in lines	422,421	437,767
Prairie Farmer		
#Illinois Edition	563.6	595.2
#Indiana Edition	540.3	599.2
Average 2 Editions	552.4	596.9
Measured in lines	419,831	453,665
Wallace Farmer	658.2	581.6
Measured in lines	500,230	442,029
Wisconsin Agriculturist	437.2	399.7
Measured in lines	332,272	303,742
Pecan South	36.2	27.7
Measured in lines	15,204	11,634
Progressive Farmer	252.8	224.2
Measured in lines	106,153	94,164
Specialized Agricultural Publications:		
Flue Cured Tobacco Farmer	86.0	82.5
Measured in lines	36,636	35,145
Peanut Farmer	52.7	49.8
Measured in lines	22,450	21,214
Successful Farming (mon)	328.9	333.6
Measured in lines	141,089	143,119
Tennessee Farmer (mon)	74.2	64.9
Measured in lines	56,407	49,332
Western Unit Farm Magazines: (mon)		
Arizona Farmer-Ranchman	121.7	137.8
Measured in lines	92,480	104,724
Colorado Rancher & Farmer	165.3	188.7
Measured in lines	125,606	143,430
Northwest Unit Farm Magazines: (mon)		
Idaho Farmer-Stockman	293.0	299.0
Measured in lines	222,692	227,263
Montana Farmer-Stockman	370.7	312.2
Measured in lines	281,765	237,244
Oregon Farmer-Stockman	227.9	242.0

	— Pages —	
	Jan.- Mar. 1980	Jan.- Mar. 1979

Measured in lines	173,226	183,910
Utah Farmer-Stockman	197.7	191.8
Measured in lines	150,240	145,740
Washington Farmer-Stockman	238.8	261.9
Measured in lines	181,520	199,045
Wyoming Farmer-Stockman	247.6	242.0
Measured in lines	194,246	190,233
Total Group	11,413.4	10,906.6

§Sectional lineage included but prorated to circulation of regional editions. †Published twice a month, except July, August and December, monthly. *Published twice a month except June, July and December, monthly. ▲Published six times a year. ○Published 11 times a

	— Pages —	
	Jan.- Mar. 1980	Jan.- Mar. 1979

year. A Some figures are estimated. #Not included in totals.

Dairy & livestock

\$Beef Magazine	172.0	137.3
The Cattleman (mon)	349.9	271.0
Dairy Herd Management	185.0	114.9
\$Drovers Journal	420.0	276.7
Feedlot Management	93.5	76.7
Florida Cattleman (mon)	219.7	233.5
\$Hoards Dairyman (sm)	303.2	301.1
Hog Farm Management	201.6	212.7
†Livestock Breeder		



Ad pages in farm publications for 3 months, 1980-1979

First-quarter figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	— Pages —	
	Jan.- Mar. 1980	Jan.- Mar. 1979
Journal (mon).....	294.1	356.0
National Hog Farmer.....	262.5	255.7
Pig American.....	106.5	75.3
Southern Beef Producer.....	61.8	62.1
**Southern Hog Producer.....	51.3	61.9
▲Sunbelt Dairyman (mon).....	37.4	46.5
Dairy: (non).....		
Full Edition.....	60.1	45.0
Western Edition.....	69.7	37.4
○Livestock: (mon).....		
Central Edition.....	132.1	142.2
Western Edition.....	130.8	128.1
Southern Edition.....	90.5	96.5
Western Livestock.....		

	— Pages —	
	Jan.- Mar. 1980	Jan.- Mar. 1979
Journal Weekly.....		
Central Edition.....	131.3	106.9
Western Edition.....	169.1	136.7
Western Livestock Reporter.....		
Montwyo News (w).....	298.2	253.9
Total Group.....	3,840.4	3,428.1

§Sectional lineage included but prorated to circulation of regional editions. ▲Published ten times a year; July/August, November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December. †Excludes all state editions—1980. Includes 88.6 pp in Ky., Va., N.C., Ga. state editions.

	— Pages —	
	Jan.- Mar. 1980	Jan.- Mar. 1979

Fruit & vegetable

American Fruit		
Grower (mon).....	137.4	147.5
American Vegetable		
Grower (mon).....	151.3	173.2
Citrograph.....	52.6	43.6
Citrus & Vegetable		
Magazine.....	104.2	83.3
The Citrus Industry.....	105.5	74.6
B Florida Grower & Rancher.....	52.5	36.6
Total Group.....	603.5	558.8

B Agate lines changed from 426 to 760 Jan. 1980.

Poultry

Broiler Industry.....	180.3	196.4
Poultry Digest.....	89.0	114.7
Poultry Tribune.....	134.2	127.3
Total Group.....	241.5	438.4

Canadian

Country Guide: (mon).....		
■ Eastern Edition.....	138.4	138.1
■ National Edition.....	281.3	301.6
■ Western Edition.....	187.8	174.3
Average 3 Editions.....	202.5	204.7
Le Bulletin des		
Agriculteurs (mon).....	253.0	212.0
Total Group.....	455.5	416.7

Not included in totals.

NINE REASONS TO CONTACT YOUR HARVEST FARM UNIT REPRESENTATIVE.

On March 1, The Harvest Farm Unit was appointed Advertising Representative for The Texas Farmer-Stockman and The Oklahoma Farmer-Stockman for most of the U.S.

The Farmer-Stockman Publishing Company and The Harvest Publishing Company have made a joint commitment to position each of these state farm magazines as a major agricultural influence in their respective states.

The Harvest Publishing Company represents over 100 years of agricultural experience in state farm magazine publishing and is pleased to be able to offer this prime media buy which includes state farm magazines in Texas and Oklahoma plus Kansas, Missouri, Kentucky, Ohio, Michigan, Pennsylvania and Florida... a total farm market of more than \$34 billion... over 28% of the total U.S. farm income.

Contact your Harvest Sales representative today. You'll find that Harvest is a great place to do business.

THE HARVEST FARM UNIT

THE OHIO FARMER • MICHIGAN FARMER • PENNSYLVANIA FARMER
MISSOURI RURALIST KANSAS FARMER • FLORIDA GROWER & RANCHER

Advertising Sales Representatives for:

THE TEXAS FARMER-STOCKMAN • THE OKLAHOMA FARMER-STOCKMAN • KENTUCKY FARMER

HARVEST FARM UNIT ADVERTISING SALES OFFICES

CLEVELAND, OHIO 44102
9800 Detroit Ave., 216-651-5500
William Schmunk, Cleveland Mgr.

CHICAGO, ILLINOIS 60601
111 N. Michigan Ave., 312-216-9425
Richard Scrymiger, Midwest Mgr.

SHAWNEE MISSION, KANSAS 66202
6811 W. 61st St., 913-722-5900
Austin Schnacke, Western Mgr.

NEW YORK, NEW YORK 10017
752 Third Ave., 212-421-1150
Patrick Maloney, Eastern Mgr.

CAMP HILL, PENNSYLVANIA 17011
704 Lisbon Road, 717-761-6050
James Watrus, Adv. Mgr., Pennsylvania Farmer

COLUMBUS, OHIO 43212
1150 W. Fifth Ave., 614-486-9618
James Murney, Adv. Mgr., The Ohio Farmer

LANSING, MICHIGAN 48914
1101 W. Saginaw St., Suite F-2, 313-121-4141
Paul Bundschu, Adv. Mgr., Michigan Farmer

ORLANDO, FLORIDA 32801
17 S. Lake Ave., 305-843-6742
Eric Benton, Adv. Mgr., Florida Grower & Rancher

LOS ANGELES, CALIFORNIA 90004
The Eschen Co., 3142 Wilshire Blvd.
213-382-8191
Henry Eschen

SAN FRANCISCO, CALIFORNIA 94104
The Eschen Co., 57 Post St., 415-781-7440
Rod MacDonald

NORWALK, CALIFORNIA 95661
The Brassett Co., Imperial Business Centre
114611 Pomine St., 213-802-2571
Gene Brassett
Florida Grower & Rancher, Texas Farmer-Stockman
and Oklahoma Farmer-Stockman

THE HARVEST PUBLISHING COMPANY

9800 Detroit Avenue, Cleveland, Ohio 44102 • Phone 216-651-5500

James Milholland Jr., Publisher

Charles B. Quindlen, Sr. Vice President, Sales



Stain-Less Knit Shirts
by

Donmoor

Available at
Store Name

Twin troubles ended

Donmoor Stain-Less knit shirts makes its point with twins in a local tv and print campaign from Marsteller Inc. that seeks to increase awareness of a new soil-release finish. While one twin gets more stains, shirts come equally clean, ad from Donmoor Inc., New York, notes.

Census: '77 agency receipts 73% higher than '72

WASHINGTON—Advertising agency receipts (gross income) were up 73% and employment was up 52% between 1972 and 1977, according to results of the 1977 census of business that have just been made available by the Bureau of the Census.

A compilation of data for leading standard metropolitan areas shows continued decentralization, with New York's share of total agency receipts off from 38.9% to 37.5% and its share of agency jobs down from 33.3% to 30.5%.

Decentralization was also reflected in combined totals for the three leading SMSAs in the two censuses. While the top three in 1972 (New York, Chicago and Detroit) had 55.6% of the industry's receipts and 48% of the jobs, the top three in 1977 (New York, Chicago and Los Angeles) accounted for only 53.1% of the receipts and 46.3% of the jobs.

Total receipts for all U.S. ad agencies with payrolls (receipts include commissions on media, materials and services; pr and service

fees, and miscellaneous income) reached \$3,168,560,000 in 1977, compared with \$1,831,536,000 in 1972. The number of agencies with payrolls increased from 7,188 to 8,089. Employment was up from 74,566 to 82,515, and payrolls went from \$961,562,000 to \$1,467,071,000. The census was taken early in 1978.

Receipts of New York agencies went from \$717,769,000 to \$1,171,106,000. The number of New York agencies declined from 1,038 to 963, but employment increased from 25,169 to 25,413, and payrolls went from \$372,548,000 to \$549,807,000.

Agency count, receipts, employment and payroll results are available for 75 SMSAs. For others, including Minneapolis and St. Louis, which were eighth and ninth respectively in 1972, confidentiality considerations barred any disclosure beyond agency count. Chicago is available only consolidated with Gary, and Seattle has been consolidated with Tacoma. Officials explain that separate publication of Chicago and Seattle SMSA data might enable users to identify confidential facts about one of the six Gary or eight Tacoma agencies.

Growth rates varied widely. Among the top 10 SMSAs where data was reported, receipts increased in a range from 40.3% in Detroit to 130.3% in Atlanta. New York and Chicago, with increases of 63.2% and 56.9% respectively, remained unchanged first and second.

Beecham tries new line

Beecham Inc., Clifton, N.J., is introducing VitaEuropa Hydro-Therapeutic bath and shower gel in recognition of the increased number of sports and exercise enthusiasts in the U.S. The line is priced higher than Beecham's other bath line, Vita-bath, and is handled by the same agency, Shaller Rubin Associates.

Los Angeles, up 75.8%, moved from fourth to third, displacing Detroit. Philadelphia, with a 67% gain, advanced from sixth to fifth, while San Francisco, up 57.5%, slipped to sixth.

Cleveland, which had ranked seventh in 1972, registered a gain of only 27.1%, and dropped to 11th in the 1977 listing. Boston and Dallas-Fort Worth, which had been 10th and 12th respectively in 1972,

were up 90.7% and 106% respectively, and appear in seventh and eighth places in the new listings. Atlanta, 13th in 1972, ranks ninth, and Houston, up 85.1%, moved from 11th to 10th. #

Agency receipts, employment by metro areas: 1977 and 1972

SMSA	No.	1977			No.	1972		
		Receipts (a) (\$000)	Payroll (\$000)	Employment		Receipts (a) (\$000)	Payroll (\$000)	Employment
New York	963	1,171,106	549,807	25,413	1,038	717,769	372,548	25,169
Chicago (SCSA)	503(b)	343,157(b)	157,298(b)	8,183(b)	471	218,750	105,213	7,596
Los Angeles	417	163,118	72,758	4,316	421	92,776	48,951	3,883
Detroit	143	140,148	55,537	2,967	130	99,886	40,152	3,114
Philadelphia	223	74,747	36,243	2,289	203	44,753	27,284	2,175
San Francisco	140	69,784	34,243	1,825	151	44,307	21,861	1,635
Boston	175	50,881	24,829	1,419	176	26,677	16,633	1,290
Dallas-Ft. Worth	177	48,357	20,387	1,289	158	23,466	10,998	979
Atlanta	129	43,540	18,916	1,052	118	18,899	9,537	778
Houston	132	38,074	17,447	1,030	107	20,497	10,019	759
Cleveland	105	35,723	19,815	1,084	100	28,756	15,843	1,253
Pittsburgh	69	32,352	16,648	1,016	67	17,719	9,547	980
Newark	116	29,136	14,069	886	110	14,978	8,436	703
Milwaukee	91	27,718	14,016	872	85	15,673	9,721	699
Kansas City	90	27,364	14,483	849	72	12,163	7,753	628
Washington	117	25,986	12,996	778	111	16,890	8,563	673
Seattle (SCSA)	87(c)	24,496(c)	9,628(c)	601(c)	59	9,017	5,361	475
Baltimore	92	21,453	10,226	784	70	11,267(d)	8,416	651
Nassau/Suffolk	144	19,058	8,202	603	125	9,093	5,183	493
Miami	119	16,996	8,753	550	128	11,325	7,396	751
Cincinnati	70	16,828	9,009	628	72	8,494	4,951	463
Anaheim	101	15,997	6,987	465	61	NA	2,711	218
Denver	91	15,473	7,507	508	80	9,699	5,704	469
Providence	43	15,288	6,855	400	39	6,689	4,374	365
Rochester, N.Y.	38	14,272	5,962	362	38	5,880(e)	4,356	354
Portland, Ore.	66	12,974	6,300	411	62	6,466	3,896	349
San Jose	60	12,925	5,463	350	42	3,781	1,945	165
Indianapolis	52	12,612	6,175	364	43	3,820	3,580	281
Ft. Lauderdale	48	12,419	5,733	436	37	NA	2,584	269
San Diego	73	11,690	4,170	369	64	7,409	3,632	317
Hartford	51	11,254	5,659	421	49	11,064	6,071	469
Stamford	25	11,241	4,980	243	—	—	—	—
San Antonio	34	11,107	3,328	241	28	NA	2,026	200
Phoenix	63	10,121	4,925	323	—	—	—	—
Salt Lake City	52	10,084	4,613	373	—	—	—	—
Louisville	45	10,046	5,177	328	38	4,010	2,527	220
Nashville	44	8,980	4,211	270	36	3,996	2,476	234
Oklahoma City	52	8,537	4,272	341	32	3,389	2,165	207
Tulsa	43	8,485	4,227	266	—	—	—	—
Dayton	29	8,367	4,322	282	—	6,195	—	—
Tampa	61	8,179	4,006	315	54	5,382	3,269	352
Memphis	41	7,952	3,763	255	—	7,875(d)	—	—
Little Rock	39	6,746	3,229	234	22	3,020(d)	1,905	189
Omaha	37	6,730	4,363	267	29	4,961	3,192	270
Buffalo	45	6,082	4,773	308	—	5,440	—	—
Birmingham	32	5,991	2,960	205	28	3,296	1,790	174
Jacksonville	25	5,759	2,415	147	23	2,610(f)	1,648	146
Syracuse	31	5,742	2,977	208	28	NA	2,076	192
Charlotte	33	5,412	2,519	185	30	2,506(d)	1,728	185
Orlando	43	5,046	2,453	197	38	2,847	1,807	166
Akron	26	5,027	2,026	148	—	—	—	—
Albany	27	4,927	2,325	176	19	2,010	1,293	119
Raleigh	24	4,719	2,389	136	16	2,847	1,085	66
Des Moines	33	4,535	2,829	187	26	2,234(d)	1,390	111
Sacramento	35	4,355	1,298	103	18	NA	815	80
Knoxville	19	3,729	1,848	147	11	NA	1,718	157
Madison	20	3,613	1,938	146	—	—	—	—
Las Vegas	22	3,520	1,474	107	15	NA	742	51
Austin	20	3,391	1,704	135	16	NA	998	90
Fort Wayne	26	3,266	1,314	122	21	NA	1,203	122
Fresno	21	2,977	759	75	—	—	—	—
Toledo	23	2,925	1,455	112	18	NA	1,003	95
Davenport	20	2,915	1,412	103	—	—	—	—
Tucson	21	2,786	1,004	133	—	—	—	—
Chattanooga	16	2,723	1,138	104	—	—	—	—
Santa Barbara	10	2,459	1,398	77	—	—	—	—
Canton	13	2,446	1,276	87	—	—	—	—
Bridgeport	14	2,378	799	66	—	—	—	—
Springfield, Mass.	18	2,188	1,074	77	21	NA	904	80
Shreveport	18	2,062	753	74	—	—	—	—
Allentown	14	1,987	1,020	80	10	NA	1,187	145
New Haven	15	1,580	667	66	—	—	—	—
Long Branch	9	676	288	19	—	—	—	—
Racine	3	450	118	41	—	—	—	—
Johnson City, Texas	7	334	109	14	—	—	—	—

Data was withheld to avoid disclosure of confidential information for the following cities (No. of agencies, 1977) follows the city: Minneapolis, 134; St. Louis, 107; Columbus, O., 51; Honolulu, 34; Richmond, 47; New Orleans, 55; Peoria, 13; Greensboro, 27; Norfolk, 25; Greenville, S.C., 11; Albuquerque, 23; Colorado Springs, 15; Wilmington, Del., 25; W. Palm Beach, 22; Grand Rapids, 32; Lexington, 15; Baton Rouge, 22; New Brunswick, 15; Paterson, 18; Trenton, 18; Columbus, S.C., 18; Spokane, 21; El Paso, 18. Data was withheld for the Chicago and Seattle SMSAs.

(a) Receipts include media commissions, income from sales of materials and services, service fees, and miscellaneous income.

(b) Chicago SCSA includes six Gary ad agencies.

(c) Seattle SCSA includes eight Tacoma ad agencies.

(d) Pr fees and miscellaneous income not included.

(e) Service and pr fees not included.

(f) Service and pr fees and miscellaneous income not included.

Source: 1977 census of business.

Advertising Age Subscription Service...

... to enter a subscription. Check YES below to get weekly newsbriefings on the entire advertising/marketing scene!
... to change your address. Please check the box and print your new address below; attach the mailing label from your most recent issue. Four weeks' notice required for change of address.

... to ask a question about your subscription. So that we can promptly respond, please attach the mailing label from your most recent issue and mail this form with your inquiry.

☐ YES, send Advertising Age, 1 year (52 issues) \$30. Europe & Middle East, add \$45 per year ... air delivery. All other foreign, add \$15 per year ... surface postage.

☐ New ☐ Renewal ☐ Payment enclosed ☐ Bill me.

☐ Bill company.

☐ This is a CHANGE OF ADDRESS.

Name _____

Title _____

Company _____

Nature of Business _____

☐ Home or

☐ Business Address

City, State, Zip _____

☐ I would prefer not to receive advertising or information by mail from companies not affiliated with Crain Communications.

MAIL TO: Subscription Manager
Advertising Age
740 Rush Street
Chicago, Illinois 60611

ATTACH LABEL
HERE
for subscription inquiries
or change of address.